

**UNITED NATIONS DEVELOPMENT PROGRAMME  
TERMS OF REFERENCE**



*Empowered lives.  
Resilient nations.*

**Position:** Communications and Knowledge Management Specialist

**Location:** Port-of-Spain, Trinidad

**Duration of Contract:** 6 months initial (renewable)

**Contract Modality:** Individual Consultant- Contract

**Reports to:** Resident Representative

**Background**

On the ground in 170 countries and territories, UNDP works with national partners to eradicate poverty, protect the planet and achieve the sustainable development goals. UNDP connects countries to knowledge, experiences and resources to help people build a better life.. UNDP's office in Trinidad and Tobago (UNDP TT) is a multi-country office, with responsibilities for Aruba, Curacao and Sint Maarten as well.

UNDP Trinidad and Tobago will build on UNDP's worldwide presence, thought leadership, and over 50 years of experience—to help countries and communities respond to a fast-changing development landscape. In particular, UNDP TT is bringing new solutions, building collaborative platforms and forging new partnerships to help national partners accelerate progress towards the [Sustainable Development Goals](#).

Within this context, UNDP TT is seeking a Communications and Knowledge Management Specialist to help overhaul UNDP TT approach to knowledge management and strengthen the outreach and virtual presence of UNDP Trinidad and Tobago.

**Looking to the future**

The Communications and KM Specialist will work under the overall direction of the Resident Representative of UNDP TT to improve the way UNDP TT manages, accesses and presents knowledge with a view to improving policy advise, knowledge networking and to reach a large audience through communication and outreach. The Communications will be the focal point for communication activities in UNDP TT. S/he will leverage the communications and outreach undertaken within UNDP Projects in TT and will also liaise with UNDPs Regional Communications officer to ensure that UNDP TT is aligned with a leveraging UNDPs global corporate communications strategy . Importantly, UNDP will also strengthen its communication tools and platforms, in a particular way that this also focuses on the inclusion of access to a digital culture.

## **Activities and Outcomes**

- ❑ Refreshed and modernized look and feel on UNDP TT website, UNDP TT Facebook and Twitter account
- ❑ Increased usage of and traffic to UNDP corporate Social media accounts
- ❑ Increased content on UNDP TT social media sites
- ❑ Increased organization and access to knowledge products
- ❑ Development of info graphics, fast facts, and other advocacy instruments and materials including brochures, briefing materials, press releases
- ❑ Organize networks with media and arrange interviews and outreach for UNDP
- ❑ Constructive and timely advice on the inclusion of communications components in programme formulations to integrate advocacy and communication strategies into all aspects of UNDP's development programme.
- ❑ Preparation of high quality op-eds, briefing materials, public statements and speeches for the Directorate<sup>1</sup> in consultation with Resource persons in relevant thematic areas.
- ❑ Promotion and dissemination of corporate advocacy materials for launching flagship initiatives and publications.
- ❑ Promotion and maintenance of public information campaigns on UNDP activities,.
- ❑ Support the management of UNDP's global presence on social media including development of campaigns, regular updates and personal communications with fans and followers, the convening of webinars.
- ❑ Keep up to date on new social media tools (especially Facebook and Twitter), best practice and how other organizations and companies are using them in order to identify new campaigning opportunities.
- ❑ Develop and implement strategies and new tools for recruiting and engaging supporters through social media.
- ❑ Collaborate with key message designs for digital broadcast media.
- ❑ Analyze, monitor and periodically evaluate the effectiveness and impact generated through the social media strategy, as well as the behavior and evolution of institutional social networks.
- ❑ Provision of training to UNDP staff on communications for development

## **Competencies and Critical Success Factors**

### **Job Knowledge/Technical Expertise**

#### **Level 1.2: Fundamental knowledge of own discipline**

- ❑ Understands and applies fundamental concepts and principles of a professional discipline or technical specialty relating to the position
- ❑ Possesses basic knowledge of organizational policies and procedures relating to the position and applies them consistently in work tasks
- ❑ Analyzes the requirements and synthesizes proposals
- ❑ Strives to keep job knowledge up-to-date through self-directed study and other means of learning

- ☐ Demonstrates good knowledge of information technology and applies it in work assignments

#### Creating Visibility for UNDP/Supporting UNDP's Capacity to Advocate

##### **Level 1.2: Research and data analysis**

- ☐ Promotes awareness of UNDP's centrality to development through dissemination of information and materials

#### Global Leadership and Advocacy for UNDP's Goals

##### **Level 1.2.: Preparing information for global advocacy**

- ☐ Identifies and communicates relevant information for advocacy for UNDP's goals for a variety of audiences

#### Conceptual Innovation in the Provision of Technical Expertise

##### **Level 1.2: Research and analysis**

- ☐ Keeps updated in his/her area of substantive expertise
- ☐ Identifies opportunities for conceptual innovation

#### Client Orientation

##### **Level 1.2: Establishing effective client relationships**

- ☐ Researches potential solutions to internal and external client needs and reports back in a timely, succinct and appropriate fashion
- ☐ Organizes and prioritizes work schedule to meet client needs and deadlines

#### **Core Competencies:**

- ☐ Demonstrating/safeguarding ethics and integrity
- ☐ Demonstrate corporate knowledge and sound judgment
- ☐ Self-development, initiative-taking
- ☐ Acting as a team player and facilitating team work
- ☐ Facilitating and encouraging open communication in the team, communicating effectively
- ☐ Creating synergies through self-control
- ☐ Managing conflict
- ☐ Learning and sharing knowledge and encourage the learning of others.
- ☐ Informed and transparent decision making

#### **Qualifications and Experience**

- ☐ Master's degree in media relations, journalism, publishing, public relations, communications.
- ☐ 3 years of relevant experience at the national or international level in public relations, journalism, communications or advocacy.
- ☐ Work experience in a development/international organization will be an asset. Strong researching, writing and editing skills for print and electronic media.

- ❑ Experience in social networking platforms such as Twitter and Facebook and an understanding of internet communications strategies, blogging best practice, social media trends, techniques and information architecture is desirable.
- ❑ Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems.

#### **Payment terms**

- Communication Plan for the CO TTO drafted and finalized- 20%.
- Development and dissemination of advocacy material to targeted audience- 20%
- Updated UNDP TTO website, UNDP TTO Facebook and Twitter Accounts and any other relevant social media platforms- 20%
- Support the development and Finalization of a least 3 Knowledge products- 20%
- Corporate Advocacy materials for launching flagship initiatives and publications and promoted and disseminated- 20%

#### **Communication and Monitoring Consultant:**

A communication and monitoring consultant will be hired to manage activities under Output-Communication & Visibility, and to provide general monitoring and communication support. The communication specialist will report to the project manager. He/She will maintain close interaction with stakeholders targeted under various Outputs. The Communication Specialist will also ensure that communications strategies, media relations and outreach efforts are aligned with EUD and UNDP policies and procedures.

#### **Duties and Responsibilities**

- Support the development of a communication plan for the CO TT and for specified projects;
- Discuss Project's draft communication plans at relevant the steering committee meeting; for approval. Develop annual work-plans and budgets for the approved communication plan;
- Finalise Communication & Visibility plan in consultation with the respective Project Manager, UNDP and EU Delegation for the CO's EU funded projects;
- Undertake the development and dissemination of advocacy materials in collaboration with the media including briefing materials, press releases, and articles and coordinate its dissemination through effective channel;
- Manage media relations: Respond to media inquiries and to a variety of inquiries and information requests; prepare related correspondence; identify topics, background information, news-related development and coverage of interest;
- Ensure communication and monitoring support for specified projects;
- Monitoring and evaluation: Conduct timely and accurate monitoring and evaluation activities to ensure the communications objectives are met and the strategy is effective. Undertake lessons learned review of successful and unsuccessful communication experiences and share observations/findings with the projects.

### Required skills and expertise

- Master's degree or equivalent in communications, journalism, public relations or related fields;
- At least 3 years of experience in managing communication and public relation works including practical experience in developing, implementation and monitoring of communications plans;
- Strong understanding and experience of digital campaigns;
- Experience writing persuasive copy for a range of audiences, including press releases, articles, blogs, newsletters;
- Demonstrated capacity to collect and analyze data and translate technical information into language that can be understood by external audience;
- Knowledge of development issues, development priorities in the Caribbean and preferably Experience working with UN system,
- Familiarity with UN editorial guidelines and templates, is an asset;
- Fluency in written and spoken English.

### CRITERIA FOR SELECTING THE BEST OFFER

Method: Highest total score of weighted interview and financial criteria: The price proposals of all shortlisted consultants, who have attained a minimum 70% score at the Interview stage, will be compared. UNDP will award a contract to the individual who receives the highest score out of a predetermined weighted, Interview and Financial criteria as follows: 70% Interview criteria, 30% Financial criteria.

Shortlisting Criteria		Maximum points*
1	Master's degree or equivalent in communications, journalism, public relations or related fields	10
2	Years of relevant experience at the national or international level in public relations, journalism, communications or advocacy (3 years- 10points; 4 to 7 years- 15points and over 7 years- 20points).	20
3	Work experience in a development/international organization. Strong researching, writing and editing skills for print and electronic media. (3 years- 10points; 4 to 7 years- 15points and over 7 years- 20points).	20
4	Experience in social networking platforms such as Twitter and Facebook and an understanding of internet communications strategies, blogging best practice, social media trends, techniques and information architecture.	20

5	Demonstrated capacity to collect and analyze data and translate technical information into language that can be understood by external audience;	20
6	Strong understanding and experience of digital campaigns	20
<b>Total</b>		<b>110</b>

Once candidates have been shortlisted, i.e. they have attained a score of at least 70%, based on the requirements in the Terms of Reference, only then, would they be interviewed for the position.

At the interview stage, candidates must attain a score of 70% for their financial proposals to be evaluated.

The following formula (cumulative analysis) is used to determine the financial scoring:  $p = y (\mu/z)$ , Where:

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

$\mu$  = price of the lowest priced proposal

z = price of the proposal being evaluated

#### **GUIDELINE FOR SUBMISSION OF PROPOSAL**

##### **DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

Interested prospective individual consultant must submit the following documents/information to demonstrate their suitability:

- **Proposal:** Brief proposal explaining why you are the most suitable for this consultancy including confirmation on availability to complete the project in the proscribed period of time;
- **Personal Information:** (Personal History Form/CV) including past experience in similar projects.
- **Offeror's Letter to UNDP** Confirming Interest and Availability for The Individual Contractor (IC) Assignment
- **Financial Proposal:** (in TTD, specifying the total lump sum amount as well as the requested amount of the fee per day).

#### **CONFIDENTIALITY AND PROPRIETARY INTERESTS**

The Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials

and documents prepared by the consultants under the assignment shall become and remain the property of UNDP.