

TERMS OF REFERENCE

Individual Contractor – Communications Consultant

1. Assignment Information

Assignment Title:	Communications Consultant (Open for National or International Consultant with residence in Cambodia)
Cluster/Project:	Accelerator Labs, UNDP Cambodia
Post Level:	Specialist
Contract Type:	Individual Contractor (IC)
Duty Station:	Phnom Penh
Contract Duration:	55 working days (01 December 2019 – 30 April 2020)

2. Background and overview

The UNDP Strategic Plan 2018-2021 embraces the complexity of development and commits the organization to helping countries find faster, more durable solutions to achieve Agenda 2030. Important development trends like urbanization, climate change, and inequality pose significant challenges on our path to achieve the 2030 agenda of achieving the Sustainable Development Goals.

UNDP is incubating a number of strategic initiatives aimed at ensuring it is 'fit for purpose' to deliver a new generation of solutions in line with the challenges the world faces. One such key strategic initiative is the Accelerator Lab Network. The initiative is a recognition that increasingly interrelated development challenges require going beyond business as usual and single point, linear and silver bullet responses in development. Instead, they call for interdisciplinary approaches and non-linear solutions that crowd in the collective efforts of variety of partners and tap into local insights and the knowledge of people closest to the problem and the solutions.

Accelerator Labs are UNDP's new way of working in development. Together with our core partners, the State of Qatar and the Federal Republic of Germany, 60 labs serving 78 countries will work together with national and global partners to find radically new approaches that fit the complexity of current development challenges. The labs will transform our collective approach by introducing new services, backed by evidence and practice, and by accelerating the testing and dissemination of solutions within and across countries. The sense-making, collective intelligence, solutions mapping, and experimentation will be part of the new offer from UNDP to governments.

UNDP Cambodia Country Office is looking for a communications consultant to work with Accelerator Labs¹ in Cambodia. The consultant will ensure the delivery of high quality media products and content, the development and implementation of communications and outreach strategies, and the periodic reporting of their progress. The approval of all deliverables and instructions for all activities shall come from the Accelerator Labs and UNDP Communications Team.

¹ <https://acceleratorlabs.undp.org/>

3. Objectives

Under direct supervision of the Accelerator Labs and working with the UNDP communications team, the consultant will be responsible for the following tasks:

- 1) Develop the Accelerator Labs' communication plans and outreach strategies and action plan for 2020
- 2) Organize and coordinate the Accelerator Labs' launching events in January 2020 and support the UNDP communications team in the media and public outreach;
- 3) Oversee and coordinate with designer the production of high quality communications collaterals including social media content, posters, info graphic, the Labs' website landing page's layout and content, and video clips;

4. Deliverables and Timeline:

All deliverables shall be submitted in accordance with the following timelines:

Deliverables	Estimated duration to complete	Target Due date	Payment percentage	Review and Approvals Required
Accelerator Labs' communication plan and outreach strategies which includes an analysis of relevant key stakeholders and strategies to communicate/ engage key stakeholders on vision, value proposition, Accelerator Lab's focus areas and action plan for 2020.	20	30 Dec 2019	30%	Head of Policy and Innovation Unit
Successfully organize Accelerator Labs' launching event in January 2020. Outputs include: <ul style="list-style-type: none">- Concept Note- Media strategy for the launching- Drafting of press release- Drafting of video content/ story board	15	31 Jan 2020	30%	
All communication and outreach collaterals and products as agreed with the Accelerator Labs team <ul style="list-style-type: none">- Accelerator Lab's landing page- Cambodia Accelerator Lab's brochure- Programme 1 – pager (Maximum 5)- Monthly social media contents for 2020	20	20 March 2020	40%	
Total	55 Days		100%	

5. Institutional Arrangements:

The Accelerator Labs will be supervising the consultant and provide professional guidance for the day-to-day work under the overall guidance of the Head of Policy and Innovation Unit. The UNDP communications team will provide guidance final endorsement on all media and communication products to ensure they meet UNDP communications guidelines and branding standards.

6. Duration of the Work and Duty station

This contract covers the period from 01 December 2019 to 30 April 2020. The duty station for the assignment is in Cambodia (Phnom Penh). The consultant should submit financial proposal covering the professional fee, insurance and other related costs. UNDP will provide transportation and travel allowance for agreed trips to provinces within Cambodia as needed to undertake this assignment.

Selected individual contract(s) who is expected to travel to the Country Office (CO) to undertake the assignment in the country (Cambodia) is required to undertake UN security course (BSAFE) training. The course accessible is here: <https://training.dss.un.org/course/category/6> prior to travelling.

7. Minimum Qualifications of the Individual Contractor

This assignment is open to qualified individuals both national and international (with residence in Cambodia).

Education:	<ul style="list-style-type: none">• Bachelor degree (Master degree preferred) in international relations, communications, marketing or related field studies
Experience:	<ul style="list-style-type: none">• A minimum of 5 years of professional experience in communications and brand management• Proven experience in strategic communication management• Experience in product launching or building an early stage startup brand is desirable• Proven experience in UN communication and social media engagement is an advantage• Proven experience in developing and managing high quality multimedia contents including video clip, info graphic, poster, etc• Any experience with innovation project is a plus
Other Competency	<ul style="list-style-type: none">• Excellent written and oral communications skill• Creative and innovative• Ability to work independently• Ability to express ideas clearly and concisely in written and oral form• Familiar with local and international media trending
Language Requirement:	<ul style="list-style-type: none">• Fluency in written and oral English.

8. Criteria for Evaluation of Level of Technical Compliance of Individual Contractor

Technical Evaluation Criteria	Obtainable Score
Bachelor degree (Master degree preferred) in international relations, communications, marketing or related field studies	20

Minimum of 5 years of professional experience in strategic communications and brand management. Experience in UN communications and social media engagement is an advantage.	35
Proven experience in developing and managing high quality multimedia contents including video clip, info graphic, poster, etc. Sample of work to be included for assessment.	30
Related experience in product/brand launching and innovation related works	15
Total Obtainable Score:	100