Terms of Reference – National Communication Consultant

**Title:** International Communication Consultant

**Department/Unit:** Office of the United Nations Resident Coordinator

**Duty Station:** Yangon

**Expected Places of Travel:** Kachin, Rakhine and Shan States.

**Duration of Assignment:** 60 days

# Background

Myanmar has embarked on a major social and economic transition to achieve a peaceful and more democratic society with greater opportunities for prosperity. The Government is committed to aligning its national priorities with the universally applicable 2030 Sustainable Development Agenda and the Sustainable Development Goals.

While this triple transition has yielded important results in some areas, the Government and the people of Myanmar are facing challenges to end long-lasting armed conflicts and find a model of state that addresses the country’s diversity, promotes socio-economic opportunities for all and addresses the long term and the emerging urgent needs of its population.

The UN system works with the Government and the people in Myanmar across all the UN pillars to achieve peace, security and sustainable development while addressing human rights challenges and providing humanitarian assistance to the people in need.

The UN Resident Coordinator leads the UN Country Team in Myanmar. The purpose of the Resident Coordinator system is to bring together the different UN agencies to improve the efficiency and effectiveness of operational activities at the country level, helping the UN to be a more relevant partner for the government.

The UN Resident Coordinator Office (RCO) supports the roles and functions of the UN Resident Coordinator and UN Country Team. The RCO provides inter-agency coordination support to the UN Country Team (UNCT) and its various inter-agency working mechanisms, including theme groups. Key functions of the RCO include: strategic analysis, planning and positioning of the Country Team; preparation and monitoring of the United Nations Sustainable Development Cooperation Framework; support to joint UN programming and operations management; policy guidance; joint advocacy and communications in order to enhance UN coherence and improve overall programme impact of the UN System.

The UN System in partnership with the Government of Japan provides development and humanitarian assistance to communities living in areas affected by armed and/or ethnic conflict. With a focus on Rakhine, Kachin, and northern Shan states, currently eight UN agencies are delivering development and humanitarian assistance as part of the Japan Supplementary Budget Programme (JSBP) in areas ranging from health to food security, nutrition, housing, inclusive and responsive service delivery, social cohesion, empowerment of women, WASH, protection/gender-based violence, creating the conditions for return of refugees, and promoting durable solutions for internally displaced persons. In the JSBP, the RCO is tasked with inter-agency coordination for coherent programme implementation and reporting, promoting the development, humanitarian and peace nexus approach.

Under the JSBP, communication activities have been conducted by each implementing agency thus far, but with the expansion of the development-humanitarian nexus programme, there has been a growing need to demonstrate and communicate the UN’s work in Myanmar in a coordinated manner, to existing donors, other international stakeholders in the country, as well as the Myanmar government at different levels, and the general public in Myanmar.

# Objective

The National Communication Consultant will support the development, management and implementation of a communication strategy that encompasses all JSBP UN implementing partners, includes both traditional and social media interventions and highlights and promotes the development, humanitarian and peace-related nexus approach; and, supporting and facilitating communication activities of the Office of the United Nations Resident Coordinator and related respective initiatives and plans. The Consultant will work closely with the International Communication Consultant, and Coordination and Reporting Specialists in Yangon and Sittwe, under the overall supervision of the Senior Development Coordination Officer, Strategic Planning and RCO Team Leader.

# Expected Key Deliverables

1. Support the development and implementation, as instructed and advised by the International Communication Consultant, a comprehensive Communication Strategy for internal and external communication and outreach that encompasses all JSBP UN implementing partners, includes both traditional and social media interventions, highlights and promotes the development, humanitarian and peace nexus approach and takes into account the local communication practices followed within the UN. This could include but is not limited to the following tasks:

* Conduct a communication needs assessment for the JSBP.
* Achieve consensus on shared objectives and aims of the JSBP Communication Strategy.
* Elaborate and monitor JSBP Communication Strategy based on shared objectives.
* Support the development of new communication products and campaigns.
* Support the development of communication materials, such as web articles, brochures, and newsletters to meet internal and external communication needs.
* Delivery of internal media and communications training.
* Provision of strategic communications advice and support.

1. Provide, as needed, advised and instructed by the International Communication Consultant, communication support to the work of the RCO in Myanmar. This could include, but is not limited to the following:

* Coordinate communication and outreach efforts of the RCO and UNCT in in consultation with the International Communication Consultant.
* Review and, as required, update the communication strategy in consultation with the International Communication Consultant.
* Prepare communications materials, press releases, fact sheets, key messages, brochures, newsletters and any other communication material for print/electronic/voice/visual media to promote the mission and impact of the UN in Myanmar.
* Support the production of UN/Joint Programme results reporting, drafting and dissemination of key reports to internal and external audiences.
* Support the RCO in preparing for and organizing public speaking engagements with the preparation of background materials and speaking points.
* Provide communication support as need for seminars, lectures, conferences, public events on key issues and events concerning the UN.
* Support internal communication among UN agencies and UN joint programme activities.
* Develop and maintain close working relationships with UN communication officers and focal points, as well as local and international media to disseminate information about the UN activities and to support consistent information sharing between participating agencies.

1. Perform any other tasks as asked by senior management/supervisor.

# Resources and working arrangements

The consultant will be provided with a working station, IT equipment, and connectivity as required.

# Education, experience, competencies & language skills

## Education

* Advanced university degree in communications, media, journalism, social sciences or other fields relevant to the assignment.
* A first-level university degree in combination with two additional years of qualifying experience **may be accepted** in lieu of the advanced university degree.

## Experience

* At least 5 years (with a Master’s degree), or 7 (with Bachelor’s degree) of relevant experience at national or international level in communications, journalism, public relations, or related area.
* Practical experience of using social media and online communication and media tools.
* Proficiency in editing and copywriting skills, including articles, reports, social media content, press releases in English and/or Myanmar languages.
* Demonstrated experience in working with various stakeholders, including government officials, private sector and/or CSOs
* Experience in the development sector and/or UN system highly desirable.
* Experience developing and/or implementing communication strategies an advantage.

## Competencies

* Good communication, networking and negotiation skills;
* Computer literacy and ability to effectively use IT tools;
* Translates strategic directions into plans and objectives;
* Displays cultural, gender, religion, race, nationality and age sensitivity;
* Builds strong relationships with internal and external actors;
* Knowledge of national media landscape.

## Language skills

* Fluency in oral and written English and Myanmar languages.

# Evaluation

## Cumulative analysis

The proposals will be evaluated using the cumulative analysis method with a split 70% technical and 30% financial scoring.The proposal with the highest cumulative scoring will be awarded the contract.

Applications will be evaluated technically, and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below: When using this weighted scoring method, the award of the contract may be made to the individual consultant whose offer has been evaluated and determined as:

1. Responsive/compliant/acceptable, and
2. Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Technical Criteria weighting: 70%

Financial Criteria weighting: 30%

Only candidates obtaining a minimum of 49 points in the Technical Evaluation would be considered for the Financial Evaluation.

Interviews may be conducted as part of technical assessment for shortlisted proposals.

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| **Criteria** | **Points** | **Percentage** |
| **Qualification** | A close up of a logo  Description automatically generated | **10%** |
| * Advanced university degree in communications, media, journalism, social sciences or other fields relevant to the assignment. * A first-level university degree in combination with two additional years of qualifying experience **may be accepted** in lieu of the advanced university degree. | 10 |  |
| **Experience** | A close up of a logo  Description automatically generated | **60%** |
| * At least 5 years of relevant work experience in the field of media, public relations, journalism or/and communication | 30 |  |
| * Experience working in the development sector and/or UN system | 5 |  |
| * Demonstrated experience in working with various stakeholders, including government officials, private sector and/or CSOs | 5 |  |
| * Demonstrated knowledge of national media | 10 |  |
| * Excellent communication skills in English and Myanmar languages | 10 |  |
| * **Technical Criteria** *\*If necessary interviews shall also be conducted as part of the technical evaluation to ascertain best value for money.* |  | **70%** |
| * **Financial Criteria – Lowest Price** |  | 30% |
| * **Total** |  | **100 %** |

# Documents to be included when submitting Consultancy Proposals

The following documents may be requested;

* 1. Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP (Separate file from technical proposal (P11 and Brief description), password protected). Password for financial proposal must not be provided to UNDP until requested by UNDP. The Technical Proposal shall not include any price or financial information. A Technical Proposal containing material financial information may be declared non-responsive.
  2. **Signed P11,** indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
  3. **Brief description** of why the individual considers him/herself as the most suitable for the assignment, and a methodology, if applicable, on how they will approach and complete the assignment. A methodology is recommended for intellectual services, but may be omitted for support services (Limit of 500 characters)
  4. **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. If an Offeror is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the Offeror must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP. **The financial proposal must be submitted separately from other documents and password protected.** Password for financial proposal must not be provided to UNDP until requested by UNDP.

## Lump sum contracts

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in instalments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, living expenses, and number of anticipated working days).

## Travel

All envisaged international travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the Consultant wish to travel on a higher class he/she should do so using their own resources. Domestic travels will be arranged, and the related cost borne by the office.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Consultant, prior to travel for reimbursement.