



TERMS OF REFERENCE

FOR INDIVIDUAL CONTRACT

POST TITLE: Professional Writing Consultant

AGENCY/PROJECT NAME: UNDP Thailand

COUNTRY OF ASSIGNMENT: Home-based

1) GENERAL BACKGROUND

UNDP's Strategic Plan 2018-2021 sets out the direction to support countries to end extreme poverty, reduce inequality, and achieve the goals of the 2030 Agenda for Sustainable Development. In response to the Plan and in line with the Sufficiency Economy Philosophy of the late King Bhumibol Adulyadej, UNDP Thailand supports the Kingdom of Thailand on its path towards inclusive and sustainable green growth and democratic governance.

UNDP Thailand works in partnership with government and non-government entities as well as development partners to address issues of concern in Thailand, including climate change, energy, biodiversity conservation, peace building and social cohesion, anti-corruption, and Lesbian, Gay, Bisexual, Transgender, and Intersex (LGBTI) people as well as sustainable livelihoods. We do so by providing a mix of policy advice, technical assistance, finance and programmes with innovations embedded in our approaches.

In order to move towards this programme direction, communication, advocacy, and knowledge products is key to support UNDP Thailand to develop new and innovative partnership, to advocate for gender mainstreaming, to create opportunities for domestic fund-raising, as well as to showcase development results and lessons-learned to general public, as well as for south-south exchanges.

2) OBJECTIVES OF THE ASSIGNMENT

The objective of the assignment is for a professional writing consultant to be responsible for developing human stories, articles, other related communication materials in the view of supporting the communication and advocacy of UNDP Programme in Thailand.

3) SCOPE OF WORK

The individual contractor will report to UNDP Communications Officer, to complete the following tasks:

- Develop 20 human stories, articles and other related communication materials in view of supporting the communication and advocacy of UNDP work in Thailand, including but not limited to

conservation of endangered species, marine and coastal conservation, good governance, story and inputs to knowledge exchange workshops.

- Provide inputs to the UNDP website and social media platforms

4) DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

Duration of Assignment:

2 January 2020 – 30 November 2020 with maximum 120 working days over the period.

Duty Station and Expected Places of Travel:

Home-based with anticipated travel to the project sites within the country. The travel will be up to 3 days for each trip.

Travels will be authorized by UNDP Communication Officer as and when required. Per diem and other travel costs advanced by IC holder will be reimbursed as per UNDP/IC rules.

5) DELIVERABLES AND FINAL PRODUCTS

Milestones	Target Due date
Upon submission and approval of: <ul style="list-style-type: none"> ▪ 1 article on UNDP projects or Thematic area of UNDP ▪ Inputs to UNDP websites and social media platforms 	20 January 2019
Upon submission and approval of: <ul style="list-style-type: none"> ▪ 2 articles on UNDP projects or Thematic area of UNDP ▪ Inputs to UNDP websites and social media platforms 	15 February 2020
Upon submission and approval of: <ul style="list-style-type: none"> ▪ 2 articles on UNDP projects or Thematic area of UNDP ▪ Inputs to UNDP websites and social media platforms 	28 February 2020
Upon submission and approval of: <ul style="list-style-type: none"> ▪ 2 articles on UNDP projects or Thematic area of UNDP ▪ Inputs to UNDP websites and social media platforms 	31 March 2020
Upon submission and approval of: <ul style="list-style-type: none"> ▪ 2 articles on UNDP projects or Thematic area of UNDP ▪ Inputs to UNDP websites and social media platforms 	30 April 2020
Upon submission and approval of: <ul style="list-style-type: none"> ▪ 3 articles on UNDP projects or Thematic area of UNDP ▪ Inputs to UNDP websites and social media platforms 	31 May 2020
Upon submission and approval of: <ul style="list-style-type: none"> ▪ 2 articles on UNDP projects or Thematic area of UNDP ▪ Inputs to UNDP websites and social media platforms 	30 June 2020
Upon submission and approval of: <ul style="list-style-type: none"> ▪ 2 articles on UNDP projects or Thematic area of UNDP 	31 July 2020

<ul style="list-style-type: none"> Inputs to UNDP websites and social media platforms 	
Upon submission and approval of: <ul style="list-style-type: none"> 2 articles on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	31 August 2020
Upon submission and approval of: <ul style="list-style-type: none"> 2 articles on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	30 September 2020

FINAL PRODUCTS:

- Up to 20 human stories / articles / communication related products developed on projects/initiatives under UNDP Thailand
- Inputs to UNDP websites and social media platforms

6) PROVISION OF MONITORING AND PROGRESS CONTROLS

The consultant will report to the Communications Officer, UNDP Thailand.

7) DEGREE OF EXPERTISE AND QUALIFICATIONS

- This position is a national consultant;
- Minimum Bachelor's degree in Mass Communications or Journalisms or in relevant fields;
- Minimum 5 years of experience in the field of communications and journalism;
- 2 years' experience in working on communications related to environmental conservation, climate change and sustainable development in Thailand;
- 2 years' experience in designing communications materials and knowledge products with national or international development agencies;
- Experienced in working with the UN or other international development organisations will be an asset;
- Excellent writing skills (Thai and English);
- Good presentation and facilitation skills.

8) REVIEW TIME REQUIRED

One working week after submission of deliverables for review/approval of deliverables to authorizing payments.

9) CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNDP PREMISES

☒ NONE

☐ PARTIAL

☐ INTERMITTENT

☐ FULL-TIME

10) PRICE PROPOSAL AND SCHEDULE OF PAYMENT

Consultant must send a financial proposal based on **Lump Sum Amount**. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fee, travel costs, living allowance (if any work is to be done outside the IC's duty station) and any other applicable cost to be incurred by the IC in completing the assignment. The contract price will be fixed output-based price regardless of extension of the herein specified duration. Payments will be done upon completion of the deliverables/outputs and as per below percentages:

Milestones	Payment term
Upon submission and approval of: <ul style="list-style-type: none"> 1 article on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	10%
Upon submission and approval of: <ul style="list-style-type: none"> 2 articles on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	10%
Upon submission and approval of: <ul style="list-style-type: none"> 2 articles on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	10%
Upon submission and approval of: <ul style="list-style-type: none"> 2 articles on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	10%
Upon submission and approval of: <ul style="list-style-type: none"> 2 articles on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	10%
Upon submission and approval of: <ul style="list-style-type: none"> 3 articles on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	10%
Upon submission and approval of: <ul style="list-style-type: none"> 2 articles on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	10%
Upon submission and approval of: <ul style="list-style-type: none"> 2 articles on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	10%
Upon submission and approval of: <ul style="list-style-type: none"> 2 articles on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	10%
Upon submission and approval of: <ul style="list-style-type: none"> 2 articles on UNDP projects or Thematic area of UNDP Inputs to UNDP websites and social media platforms 	10%

In general, UNDP shall not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources

In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to travel and will be reimbursed.

Travel costs shall be reimbursed at actual but not exceeding the quotation from UNDP approved travel agent.

11) CRITERIA FOR SELECTION OF THE BEST OFFER

The Individual Consultant will be evaluated based on the following methodology: **Cumulative analysis**

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as a) responsive/compliant/acceptable; and b) having received the highest score out of set of weighted technical criteria (70%). and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP for the assignment.

Technical Criteria for Evaluation (Maximum 70 points)

Technical Criteria for Evaluation:

Criteria	Weight	Max. Point
Technical	70%	700
- Education	20%	140
- Years of communications experience in the fields of environmental conservation, climate change and sustainable development in Thailand and/or Asia Region.	40%	280
- Competency of communications /advocacy materials design base on sample of past work.	40%	280
Financial	30%	300

Only candidates obtaining a minimum of 70% of the total technical points would be considered for the Financial Evaluation

12) DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS


Interested individual consultants must submit the following documents/information to demonstrate their qualifications. Please group them into **one (1) single PDF document** as the application only allows to upload maximum one document:

- **Personal CV**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) and at least three (3) professional references;

- **Letter of Confirmation of Interest and Availability and financial proposal** using the template provided by UNDP. Note: National consultants must quote prices in Thai Baht.
- **2-3 Samples of written or published articles or communications materials**

Incomplete proposals may not be considered. The shortlisted candidates may be contacted, and the successful candidate will be notified.

This TOR is approved by:



Signature

Name and Designation: Lovita Ramguttee, Deputy Representative

- Date of Signing 20 November 2019