



## **TERMS OF REFERENCE** **FOR INDIVIDUAL CONTRACT**

**POST TITLES:** Junior Communications Consultant  
**AGENCY/PROJECT NAME:** Governance and Peacebuilding Team, UNDP  
Bangkok Regional Hub  
**COUNTRY OF ASSIGNMENT:** Based in Bangkok with travels outside of Thailand,  
when needed

### **A. Project Title**

Youth Co:Lab, Regional Youth Project on Leadership, Innovation and Entrepreneurship

### **B. Project Description**

More than half of the world's young people alive today, live on this continent. At the moment, roughly 68 of every 100 people in Asia are of working age. It is a region facing up to the challenges of extreme poverty and climate change but brimming with economic dynamism and a youthful workforce to deliver on unfulfilled potential. Furthermore, nearly a billion people in Asia are below the age of 15, which means by 2050 the region will have more working-age people, and fewer older and younger dependents than at any point in its history. This 'youth bulge' offers the region a unique opportunity for economic progress, to lift millions more out of poverty, and ultimately close the gap with the developed world.

Young people in the region are 5-7 times more likely to be unemployed than their older counterparts at the same level of education. Women's access to education and participation in the labour force remain stubbornly low across populous swathes of the region. The next wave of development gains as envisioned by the UN's Sustainable Development Goals must address the needs of those left behind. These are big issues and our solutions must be equally bold. UNDP's Asia Pacific Human Development Report for 2016, released in April this year, examines these demographic trends and sets out clear policy directions that governments can harmonize with their national development plans and strategies.

UNDP and its partners believe that youth can make a real and positive difference and create their own opportunities by engaging with these challenges head on through social entrepreneurship and innovation, exploring dynamic approaches to mobilizing their peers and communities and creating adaptive solutions to addressing Youth economic marginalization. Against this backdrop, UNDP Bangkok Regional Hub together with its partners are developing a regional project on Youth Economic Empowerment and Social Innovation. With the great majority of Asia's peak-era

workforce still in their early years, now is the time to invest in interventions that will harness their potential. In not doing enough to ride this wave, we risk losing the most potent inter-generational opportunity we have had in ensuring the well-being of one-half of humanity.

In light of this, the UNDP Bangkok Regional Hub and partners have initiated a youth empowerment programme for the region.

Outreach and advocacy play a key role in engaging young people, their communities, governments and the larger ecosystem that surrounds them. Through effective use of powerful visual and written content, we hope to provoke and awaken the conscience of the people, the government and the country.

Considering above, we, as Youth Co: Lab, at the Bangkok Regional Hub seek a young, passionate Junior Communications consultant who finds shared value and purpose in our objective of empowering young people.

## C. Scope of Work

The consultant will work under the overall guidance and coordination of the UNDP BRH Programme Specialist on Youth and Civil Society. He/she will be expected to address the following issues in completing this assignment:

- Manage communications activities of Youth Co:Lab programme (including campaign planning, ideation, implementation, social media, content creation, website management and event communications) (40%)
- Collect interviews, footage and photos of winners of Youth Co:Lab National Dialogues and young entrepreneurs across the region (30%)
- Produce long-form multimedia content including videos and photo stories. (20%)
- Write and edit communication materials (newsletter, articles, stories, press releases, reports etc). (10%)

## D. Expected Outputs and Deliverables

The consultant is expected to work towards the following work plan, and timelines to achieve the stated outputs:

| No. | Output/Deliverable  |
|-----|---|
| 1   | Social Media Campaigns: Support Youth Co:Lab in planning, ideation and implementing digital campaigns across social media channels. |
| 2   | Website management: Ensure all content on the website is updated regularly  |

| No. | Output/Deliverable   |
|-----|--|
| 3   | National and Regional Dialogues Amplification: Build campaigns to amplify themes of the dialogues  |
| 4   | Reports, Newsletters and Press Releases: Write/edit all press releases, newsletters and blog posts |
| 5   | Video production and editing: Shoot and edit videos of all Youth Co:Lab National Dialogue Winners  |

## E. Institutional Arrangement

The consultant will report to the Regional Youth and Civil Society Advisor and work in close collaboration with the UNDP country offices and other key parties. The success of the project depends on the timely delivery of each component. The Consultant should ensure timely identification of potential risks and signal any delays in deliverables. The contract will be effective immediately upon signature by UNDP.

UNDP BRH will have the following responsibilities: (i) Provide relevant documents; (ii) Discuss and agree on the methodologies of the assignment; and (iii) Monitor and evaluate the progress of the assignment. The contract and payments will be performance-based and regularly assessed by UNDP BRH. All travel expenses to and from the target area should be included in the financial proposal.

The present ToR may be subject to modification, without changing the overall objective and the scope of work, on the basis of mutual consultations. UNDP will hold the copyright of the assignment deliverables.

## F. Duration of the Work

The Consultant is expected to commit, a full-time basis, to a period between **01 January 2020** and **31 December 2020**, up to a **maximum of 200 working days** over the contract period.

## G. Duty Station

The consultancy will be managed by the **UNDP Bangkok Regional Hub**. The consultancy is Bangkok-based with regular travels to countries in Asia and the Pacific region.

## H. Qualifications of the Successful Individual Contractor

The assignment will be contracted to a consultant with experience in the substantive area and knowledge of communication skills. The contractor should have the following competencies:

### Education:

- Bachelor's degree in communication, journalism, marketing, digital media studies, public relations or any other related fields;

### Qualifications:

- Possess at least 2 years' experience in communications related work (Contractor should have prior experience in writing and editing long-form content, including but not limited to articles, blogs, newsletters and managing social media campaigns);
- Strong photography and videography, including production and editing skills is a must;
- Good knowledge on adobe creative suites for editing and designing and Good Understanding of Google Analytics and data analytics;
- Working knowledge on UN communication products, writing standards and terminology is an asset;

### Language Requirement:

- Good command of English in both written and oral (native speaker preferred);

### Competencies:

- Demonstrates commitment to UN's mission, vision and values;
- Demonstrates sound judgment, diplomacy and sensitivity to confidential matters;
- Demonstrated ability to meet deadlines and work under pressure;
- Contractor must be able to thrive in a fast-paced work environment;
- Innovative forward thinking, good coordination and organizational skills, teamwork.

## I. Scope of Price Proposal and Schedule of Payments

The consultant must send a **financial proposal based on a Daily Rate**. The consultant shall quote an all-inclusive Daily Fee for the contract period. The term "all-inclusive" implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the IC in completing the assignment are already factored into the daily fee submitted in the proposal. If applicable, travel or daily allowance cost (if any work is to be done outside the IC's duty station) should be identified separately.

Payments shall be done on a monthly basis based on actual days worked, upon verification of completion of deliverables and approval by the IC's supervisor of a Time Sheet indicating the days worked in the period.

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.

## J. Recommended Presentation of Offer

Interested candidates 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:

- Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- **Personal CV or P11**, indicating all past experience from similar projects, as well as the contact details (email, telephone number and residential address) of the Candidate and at least three (3) professional references;
- **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided (in USD currency)
- **Portfolio of work** that comprises only of work that has been previously published online by a digital media platform or website or in a publication. Unpublished work need not be shared.

Incomplete proposals may not be considered. The short-listed candidates may be contacted and the successful candidate will be notified.

## K. Criteria for Selection of the Best Offer

### Evaluation Method and Criteria

Individual consultants 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 (70 points)

| Criteria | Criteria Description  | Score (points) |
|----------|---|----------------|
| 1        | Bachelor's degree in communication, journalism, marketing, digital media studies, public relations or any other related fields;   | 15             |
| 2        | Possess at least 2 years' experience in communications not including any internships (Contractor should have prior experience in writing and editing long-form content, including but not limited to articles, blogs, newsletters and managing social media campaigns); | 20             |
| 3        | Strong photography and videography (Good production and editing skills is a must)   | 15             |
| 4        | Excellent command of English in both written and oral (native speaker preferred)  | 10             |
| 5        | Good knowledge on adobe creative suites for editing and designing and Good Understanding of Google Analytics and data analytics   | 10             |

Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation. Shortlisted candidates shall be called for an interview.

Applicant receiving the Highest Combined Score and has accepted UNDP's General Terms and Conditions will be awarded the contract.

## L. Annexes to the TOR

Please visit our social media channels Youthcolab on Facebook and @youthcolab on Twitter to peruse through previous digital media campaigns as well as regional and national events marketing campaigns.