



## LESOTHO NATIONAL DIALOGUE AND STABILISATION PROJECT

### TERMS OF REFERENCE FOR INTERNATIONAL COMMUNICATION CONSULTANT

Location: Maseru and Home based  
Application Deadline: 28 February 2020 (Midnight New York, USA)  
Type of Contract: Individual Contract  
Post Level: International Consultant  
Languages Required: English  
Starting Date: 05-March-2020  
Duration of Initial Contract: 05- March-2020 – 15 April 2020  
Expected Duration of Assignment: Up to 15 days over one Month on a Retainer Basis

#### A. Background

UNDP Lesotho, in partnership with the Government of Lesotho and the Southern African Development Community (SADC) recently secured funding from the UN Peacebuilding Fund (PBF) to implement the Lesotho National Dialogue and Stabilisation Project (LNDSP). The LNDSP is a response to Lesotho's cyclic political instability and a first step towards the implementation of comprehensive national reforms aimed at long-term stability and sustained peace and development. The support by the PBF through its Immediate Response Facility (IRF) enables UNDP and other UN agencies (specifically, UN Women, the Department of Political Affairs and the Office of the High Commissioner on Human Rights), the Government, SADC and non-governmental groups (Lesotho Council of NGOs and the Christian Council of Lesotho) to work collaboratively to catalyse positive change.

In this regard, LNDSP aims at creating a conducive environment, unity and commitment among Basotho to implement political reforms that address the causes of recurrent crises and build sustainable peace and stability. Specifically, the project seeks to deliver three key outcomes:

- By 2019, there is a national agreement on the content and processes of comprehensive political reforms and national reconciliation in Lesotho with increased public and donor support;
- By 2019, tensions and divisions within and amongst security services are reduced thereby enhancing the participation of the sector in the national dialogue and reform processes and enhancing public trust.
- By 2019, a more informed Lesotho constituency is actively participating in political reforms and reconciliation efforts due to greater access to timely and accurate information on the national dialogue and reform processes.

The LNDSP provides a unique opportunity for UNDP to go beyond its regular programming to support the Government and collaborate with SADC and civil society groups to tackle and mitigate risks by, foremost, initiating a national political dialogue that will bring all stakeholders together to agree on the reform content and processes of the national reform. The recently

concluded dialogue process was inclusive, participatory and generated political and societal consensus on the reforms content for future stability, reconciliation and peaceful co-existence in Lesotho.

Secondly, the project is also preparing the security sector for a constructive engagement in the national dialogue and reforms, through analysis and assessment of the security sector policy environment. As part of interim stabilisation and human rights mainstreaming measures in the security sector, the Project supports capacity building interventions geared towards professionalising the security sector and enhancing inter-agency coordination including formulating a national security sector strategy and policy.

Thirdly, the project is supporting the development of a coherent and professional communication strategy to ensure that stakeholders have the correct information, enhance participation and reduce anxiety among those who may feel targeted by the reforms. Communication training is intended to be provided to existing intra- government communication teams, key stakeholders involved in the national dialogue and reform process, and local media houses and outlet to ensure a comprehensive operationalisation and roll out of the communication strategy.

UNDP-Lesotho is therefore seeking to recruit a Communications Specialist/Consultant to support implementation of the communication component aimed at attaining a more informed Lesotho constituency actively participating in the implementation of reforms and reconciliation efforts with a greater access to timely and accurate information on the national dialogue and reform processes. The assignment will also entail supporting UNDP Country Office Communication initiatives.

## **B. Duties and Responsibilities**

Under the overall guidance of the Deputy Resident Representative and direct supervision of the Project Manager, the Communications Consultant shall provide increased visibility of project outputs and impacts. This assignment will also support the broader country office communication needs and ensure integrated communications support for programme deliverables. This assignment will enable increased publicity (via advocacy and communications) for the results and impact of the UNDP's support to Lesotho in general and on the national dialogue and reforms processes.

## **C. Scope of Work/Specific Duties**

The Communications Specialist/Consultant shall provide the following:

### **Effective and Strategic communication products**

- Identify and engage with local and international media houses, stakeholders and communication officers at the Regional and Global Headquarters to increase the visibility of the impact of the Project and UNDP's support to Lesotho, especially in the context of national dialogue and reform process.
- Liaise with media for press releases and events, establish media connections and aim to get maximum media attention for press releases, special events, press interviews either through broadcast or print media.
- Plan and design internal and external strategies for communications and outreach focused on impact and results, transparency, advocacy, partner engagement and other corporate priorities;
- Review, refine and implement Lesotho National Dialogue and Reforms Communication Strategy in line with the visibility guidelines of UNDP, UN Peace Building Fund and other donors:



- Support the substantive development of content aimed at media outreach in coordination with the author(s), and communications focal points within relevant UNDP teams and partners;
- Review, repackage and disseminate materials produced and processes completed in the national dialogue and reform process specifically, process documentaries articles and lessons learned pieces.

### **Content Creation and Digital Management**

- Create, package and distribute key messages and communications products (press releases, factsheets, talking points, web updates, videos, virtual events and social media) for different internal and external audiences in close consultation and approval of with UNDP Resident Representative;
- Curate and post stories, blogs, photos and videos on UNDP's web content management system as well as draft regular blogs as may be requested by the Country Office, the Project, Regional Hub and Headquarters and UN Peace Building Fund;
- Establish, manage and promote Country Office/Project hard and soft copy newsletter and Project Fact Sheets;
- Design and develop materials (e.g. reports, posters, infographics, images, dynamic presentations, etc.) using a variety of software including InDesign, Photoshop, Illustrator, Word and PowerPoint for internal and external audiences, and for presentation, print and online use;

### **Effective Social Media Outreach**

- Create exposure stories, monitor social media trends for outreach purposes and appropriately apply that knowledge to increasing the use of social media at UNDP;
- Generate content for social media (Tweeter, Facebook, LinkedIn etc)

### **Events and Outreach**

- Establish and build long-term relationships with influencers and key stakeholders.
- Support in planning, organising and publicising events, seminars and press conferences.

## **D. Expected Outputs and Deliverables**

Based on the criterion of the tasks associated with this Terms of Reference (expected deliverables following UNDP guidelines on communications), the /Consultant will be responsible for the following deliverables:

- National Dialogue and Reforms Communications Strategy updated;
- CO Communications Strategy developed.
- Information, Advocacy and Communications materials (Fliers, Newsletter, success stories, Project Fact Sheets etc) on key areas of CO's work developed
- Media campaign for donors conference on the National Reforms;
- Edit and finalise for printing/publishing 4 National Dialogue and Reforms knowledge products (1 Book, 1 Article in Refereed Journal, 1 Article upstream international print media and 1 Article regional media) capturing lessons learnt for each of the key phases (pre-project and shuttle diplomacy, Plenary 1, Consultations and, Plenary II) drafted, edited and published/printed;
- Linkages with local and international media houses established with 4 articles published locally and 2 internationally
- National Dialogue and Reforms documentary produced and aired nationally and internationally
- 1 Blog campaign initiated
- 1 Press conference and media appearance by senior UNDP officials and partners arranged per month

- 2-3 success stories by high-net value interviews
- 2 tweets and 1 Facebook post per day

<b>Deliverables</b>	<b>Estimated <u>CONCURRENT</u> duration complete to</b>	<b>Targeted Due Date</b>	<b>Approvals and Reviews Required</b>
1. Inception Report containing – a) Interpretations of Terms of Reference; b) Methodology; c) Workplan and Milestones; d) Budget	5 days/partly homebased	15 March 2020	UNDP
2. Effective and Strategic communication products – a) Updated National Dialogue and Reforms Communication Strategy; b) Country Office Communication Strategy; c) 4 knowledge products/publications and 1 success story/interview; e) 2 articles in local media and 1 in International Media	15 working days over 1 month period/partly home based	15 April 2020	UNDP
3. Content Creation, Digital Management and Effective Social Media Outreach – a) 1 articles in local and 1 in international media; b) 1 press conference in local and 1 with international; c) 2 tweets and 1 Facebook post per day;	15 working days over 1 month period/partly home based	15 April 2020	UNDP
4. Events, Outreach and Final/Exit Report –; a) 2 articles in local and 1 in international media; b) 1 press conference in local and 1 with international media; c) Documentary on Reforms; d) Exit Report	15 working days over 1 month period/partly home based	15 April 2020	UNDP

#### **E. Institutional Arrangement**

- The Consultant will be engaged by UNDP and becomes directly responsible to UNDP. Under the overall guidance of the Deputy Resident Representative and direct supervision of the Project Manager, the Communications Consultant shall provide increased the visibility of project outputs and impacts. This assignment will also support the broader country office communication needs and ensure integrated communications support for programme deliverables.
- The LNDSP Manager will be the focal point for the assignment. The consultant will also work closely with UNDP Communications Teams national, regionally and globally who have the responsibility of supporting the design and quality assurance in the implementation of the assignment.
- The LNDSP Manager will facilitate access to internet and office space as necessary and provide all the logistical support related to the assignment.
- The Communications Consultant will prepare reports as necessary. A minimum period of 7 days must be allowed for review and feedback on submitted reports. Payment will be made on approved final reports.



- The Communications Consultant is expected to engage where relevant with UNDP partners, inclusive of various institutions, government and development partners working to ensure participation of all relevant stakeholders in this regard.

#### **F. Duration of the Assignment and Duty Station**

Given the scope of the work required the Contract of 15 days is offered on a retainer basis over a period not exceeding three months.

#### **G. Duty Station**

- The assignment comprises both home-based and on-site deliverables.
- The Consultant should be physically in-country to present Inception Report and thereafter intermittently as per the interpretation of Terms of Reference and Agreed Workplan

#### **I. Qualifications and Experience of the Successful Individual Contractor**

##### **Education**

The Consultant must possess at least a recognized Masters degree, PhD preferred, with equivalent experience in Journalism, Media Studies, Communications or other closely related field.

##### **Special Skills and Experience**

In addition, the Consultant must possess

- At least 7 year of professional experience for PhD degree level or at least 7 years of professional experience for Masters degree level, in generating communications products, communication strategies, media operations and advocacy material via various media (i.e. print, video, websites);
- Demonstrated substantive experience in drafting high quality communications products
- Proficiency and experience with media and social media software, applications and communication tools
- Experience and knowledge in copywriting, proofreading and editing with substantiable contacts and networks in major communication outlets – nationally, regionally and globally
- Familiarity with Content Management Systems, digital media and web content creation;
- Experience in Storytelling Skills
- Experience working with UN system, and especially UNDP, and familiarity with UN editorial guidelines and templates, is an asset.
- Excellent portfolio with proven track record of successful project management examples
- Photo and video-editing skills
- Excellent communication, interpersonal and presentation skills
- Outstanding organizational and time-management skills
- Experience in web design and content production is a big plus

##### **Language requirement:**

- Excellent English communication skills – oral and written.

#### **J. Competencies**

- *Demonstrates integrity by modelling the UN's values and highest ethical standards demonstrating effectiveness in:* Communicating with sensitivity to cultural values and beliefs, Acting without deception and in accordance with the law, Representing the organisation truthfully, fairly and accurately, Enabling mutual understanding and respect, Adhering to guided policies, standards and governance frameworks and, adhering to a code of ethics for professional communicators.
- *Research, Analysis and Measurement:* demonstrated proactive use of research to inform and refine the practices and measure the outcome of their strategies:
- *Strategic thinking:* Demonstrated ability to apply strategic thinking and interpret organisational needs as part of their communication strategy, to deliver meaningful results.

- Promotes the vision, mission, and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Treats all people fairly without favouritism.

## K. Scope of Price Proposal and Payment Schedule

**Table 2. Payment Schedule**

Deliverables	Estimated concurrent duration to complete	Targeted Due Date	% of lump sum to be paid
1. Inception Report containing – a) Interpretations of Terms of Reference; b) Methodology; c) Workplan and Milestones; d) Budget	5 days/partly homebased	15 March 2020	15
2. Effective and Strategic communication products – a) Updated National Dialogue and Reforms Communication Strategy; b) Country Office Communication Strategy; c) 4 knowledge products/publications and 1 success story/interview; e) 2 articles in local media and 1 in International Media	15 working days over 1-month period/partly home based	15 April 2020	45
3. Content Creation, Digital Management and Effective Social Media Outreach – a) 1 articles in local and 1 in international media; b) 1 press conference in local and 1 with international; c) 2 tweets and 1 Facebook post per day;	15 working days over 1-month period/partly home based	15 April 2020	30
4. Events, Outreach and Final/Exit Report –; a) 2 articles in local and 1 in international media; b) 1 press conference in local and 1 with international media; c) Documentary on Reforms; d) Exit Report	15 working days over 1-month period/partly home based	15 April 2020	10
<b>TOTAL</b>	<b>100</b>	<b>05- March-2020 – 15 April 2020</b>	<b>100%</b>

## L. Recommended Presentation of Offer

- P11 indicating all experience from similar projects, as well as the contact details (e-mail and telephone number) of at least three (3) professional references using the template provided by UNDP (Annex I)
- Letter of Confirmation of Interest and Availability using the template provided by UNDP (Annex II)
- Methodology – Brief description of why the individual considers him/herself as the most suitable for the assignment and a detailed methodology on how they will approach and complete the assignment.
- Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs using template provided by UNDP (Annex III)



## M. Criteria for Selecting the Best Offer

### Cumulative analysis

The award of the contract will 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 a pre-determined set of weighted technical and financial criteria specific to the solicitation.

\* Technical Criteria weight; 70%

\* Financial Criteria weight; 30%

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

<b>Criteria</b>	<b>Total Point 100</b>
<i>Technical</i>	
Demonstrated experience of producing effective and strategic communication products	20
Must have at least an Advanced Degree/Master's Degree, PhD preferred at least a recognized Master's degree, PhD preferred with equivalent experience in Journalism, Media Studies, Communications or other closely related field	10
Previous similar experience in media content creation, digital management and effective Social Media Outreach	20
<i>Methodology</i>	30
Experience in communicating policy and large-scale complex national reforms processes	15
Computer skills and Fluency in English	5
<b>Total</b>	<b>100</b>

## N. Annexes to the TOR

- 1. Confirmation of Interest and Availability Template
- 2. P11 Template

### OFFERS WITH THE REQUIREMENTS LISTED ABOVE TO BE SUBMITTED TO:

United Nations Development Programme  
The Resident Representative,  
REF: International Communications Consultant  
United Nations Road  
3<sup>rd</sup> Floor UN House  
P.O. Box 301  
MASERU, LESOTHO  
Tel: +266-2222-8127/+266-2222-8106  
Email: [is.procurement@undp.org](mailto:is.procurement@undp.org)

## O. Approval

Approved by:

Name: **Christy Ahenkora**

Designation: **Deputy Resident Representative**

Signature: 

Date: 11 / 02 / 2020