

UNDP Belarus	
TERMS OF REFERENCE	
Title:	PR and Communications Consultant
Type of contract:	Consultant / Individual Contract / National
Office/Project:	EU4Climate, project Award # 00115652, Output ID # 00114345, source of funding – national project EU4Climate
Location:	Office in Minsk, Belarus. In case home-based work location is needed (i.e. during pandemic), the contractor will have to arrange his/her workplace, logistics and equipment.
Contract Duration:	October 19, 2020 – October 18, 2021 (maximum 2,088 hours per duration of the contract)
Itinerary:	The contract does not provide for business trips. In the event of unforeseeable travel, payments to cover travel expenses may be reimbursed to the individual contractor upon submission of a travel claim (F-10 form) and all necessary supporting documents.
Payment terms:	<ul style="list-style-type: none"> Monthly payments based on the actual number of hours worked per month. Fixed hourly fee based on financial proposal.
Administrative arrangements:	<ul style="list-style-type: none"> Payments are done based on Timesheet and Certification of Payment, Work and Outputs Report, and Media and Monitoring Report approved by the Supervisor at the end of each month. Evaluation and acceptance of delivered scope of work and outputs in terms of quality, format, timeline, and results is the responsibility of the Supervisor.
Qualifications	<ul style="list-style-type: none"> University degree in Journalism, PR and Communications, Languages, International Relations, Management/Business or Social Science or other relevant fields; At least 5 years of professional experience in communications, public relations, and/or PR event management; Experience in providing media coverage of press tours, presentations, conferences, training activities, and/or study tours (minimum 5 events organized and/or covered) that included at least one publication per each event in the media (NT, newspaper, online resources provided in CV); Experience in providing media coverage in the area of climate change, ecology, and/or environment (proved by at least 2 publications on the topic) is an asset; Work experience in the projects of international technical assistance is an asset; Previous work experience in UN is an asset.
Competencies:	<ul style="list-style-type: none"> Excellent drafting, formulation, messaging skills proved by at least 5 articles/blogs/analytical papers or other written communication products published in media, including social networks; Good knowledge of MS Office software package and/or graphic design applications (proven by at least 3 designed products: agenda for the event, link to the photos from the events, and/or link to press releases); Excellent command of the Russian/Belarusian language; Fluency in English;

	<ul style="list-style-type: none"> • Excellent communication skills, clearly shares ideas with others; • Excellent time-management skills, especially during challenging time (i.e pandemic); • Excellent teamwork skills.
Direct supervisor:	Iryna Sakalouskaya, National Coordinator of EU4Climate in Belarus.

1. GENERAL BACKGROUND INFORMATION ON THE CONTEXT OF THE ENGAGEMENT:

The EU4Climate Project helps governments in the six EU Eastern Partner countries - Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine - to take action against climate change. It supports countries in implementing the Paris Climate Agreement and improving climate policies and legislation. Its ambition is to limit climate change impact on citizens lives and make them more resilient to it. EU4Climate is funded by the European Union (EU) and implemented by the United Nations Development Programme (UNDP).

The objective of the project is to support the development and implementation of climate-related policies by the Eastern Partnership countries that contribute to their low emission and climate resilient development and their commitments to the Paris Agreement on Climate Change. It identifies key actions and results in line with the Paris Agreement, the "20 Deliverables for 2020", and the key global policy goals set by the UN 2030 Agenda for Sustainable Development. The project will also translate into action priorities outlined in the Eastern Partnership Ministerial Declaration on Environment and Climate Change of October 2016.

The following results will be achieved upon project's implementation:

- Finalized/up-dated nationally determined contributions and national mid-century strategies and communicated to the United Nations Framework Convention on Climate Change (UNFCCC)
- Improved inter-institutional awareness and coordination at political and technical level of the Paris Agreement and the corresponding national commitments
- Established or strengthened measurement, reporting and verification (MRV) systems, with countries getting on track with Paris Agreement transparency requirements
- Establishment of concrete sectoral guidelines for the implementation of the Paris Agreement in each of the Eastern Partners, especially in the field of energy
- Advanced alignment with the EU acquis as provided by bilateral agreements with EU and in the context of the Energy Community Treaty
- Increased mobilization of climate finance
- Enhanced adaptation planning. As of July 2019, the project has conducted consultations with the governments of the Partner Countries, and has identified priority areas of work and key deliverables for each of the countries.

2. SCOPE OF THE ASSIGNMENT:

Under direct supervision of the National Coordinator, the Consultant will assess communication and PR needs and priorities of the project and implement the respective communication strategies and PR campaigns to promote the project and its output: low emissions and climate resilience objectives are integrated into development policies and plans in the Republic of Belarus through regional initiatives promoting economic diversification and green growth.

3. OBJECTIVE OF THE ASSIGNMENT:

The objective of the assignment is to ensure consistent and professional communication and outreach to the target audiences through media channels, social media, a wide range of visibility materials on

low emissions, climate resilience, economic diversification, and green growth, on the necessity of appropriate improved and consolidated development policies and plans in the Republic of Belarus, as well as to make a positive contribution to mainstreaming gender into climate action.

4. TASKS OF ASSIGNMENT / DUTIES OF THE CONSULTANT:

Under the overall supervision of the National Coordinator of the project, the Consultant will perform the following duties:

COMMUNICATION:

- Support with updating the regional communication strategy with relevant Belarusian intake; comply with all the indicated activities containing situation analysis, target audience, schedule, key partnerships with clear indicators to see the progress of the communication campaign;
- Source the vendors, needed attributes and assist project's National Coordinator to implement all the activities indicated in the communication strategy;
- Support in developing and coordinate communication plans and other materials to ensure accurate and effective communications with target audiences. Share these plans and updates with the UNDP Belarus Communication Team and seek for their approval;
- Regularly scan the media for national, regional and global updates on climate change;
- Monitor national media for public response and associated activities, flag any reputational risks, implement measures to eliminate or mitigate such risks;
- Assess communication and PR needs and priorities for the project and provide constructive and timely advice to the Supervisor to develop online and offline advocacy activities and campaigns to promote the project's results and progress at the national, regional and global levels;
- Support in increasing public awareness about the impact and success of the project on climate change adaptation/mitigation through regular posts in social media, production of thematic publications and visibility materials.
- Work with the project personnel and UNDP CO Programme staff to identify storytelling opportunities to share outcomes aligned with the project's strategic goals and objectives.
- Strategically builds and maintains effective and collaborative working relationships with media to promote the project goals, results and findings.

CONTENT DESIGN, EVENT ORGANISATION AND MANAGEMENT:

- Draft information materials, both online and offline (life stories, op-eds, brochures, briefs, posters, web-site publications, and social media posts) for target audiences highlighting the key developments and implementation progress of the project;
 - Coordinate photo and video production to promote the project results and activities; Ensure all the project-produced communication and advocacy tools and products, including briefing notes, booklets, brochures, infographics reflect agreed branding and visibility standards;
 - Assist with organization of PR events focusing on drafting talking points for UNDP's senior management, production of event information and outreach materials, photo and video coverage and documenting;
 - Support in organizing PR-related events such as press conferences and media briefings, provide PR coverage of workshops, roundtables, etc. if needed;
 - Categorize, systemize, and serve as the project's media documents custodian (photos, videos, etc);
- Support in creating infographics and other visual aid products to amplify data-driven stories and case studies.

VISIBILITY AND CORPORATE IDENTITY:

- Apply the EU, UNDP, and other stakeholders' requirements to editorial style, visibility, and other

relevant communication guidelines in work;

OTHER DUTIES:

- Performs any other duties within the scope of responsibilities as requested by the supervisor.

DELIVERABLES OF THE ASSIGNMENT (listed below but not limited):

- Successful implementation of tasks listed above upon supervisor's request supported by timesheet, Media Monitoring Report and Work and Outputs Report prepared and submitted monthly;
- Communication and advocacy campaigns designed and implemented, when requested;
- Articles, posts, and other media releases, as well as photo and video materials on the project progress, results, and beneficiaries are initiated, drafted, produced, and delivered on monthly basis;
- Gender mainstreaming is constantly implied into the thematic context of communications;
- Project media library is created within one month after the contract with the consultant is signed, systemized, and updated on the monthly basis;
- Branding and visibility are ensured according to the EU, UNDP, and national counterpart rules and requirements.

Signature of Supervisor:

Signature of Supervisee: