



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: November 28th 2014

Reference: LEB/CO IC/130/14

Country: Lebanon

Description of the assignment: Provision of Individual Services of Specialized Communication and Social Media Strategist

Project name: Arab Human Development Report

Period of assignment/services: 90 Working days spread of 8 Months

Proposals should be submitted to the below e-mail address no later than **Monday 15th December 2014 at 3:00 pm Beirut Local Time:**

Contact Person:	Procurement Unit
Name of Office:	UNDP Lebanon Arab African International Bank Building Third Floor, Room # 310 Riad El Solh Street, Nejme, Beirut 2011 5211, Lebanon
Telephone:	+ 961 1 962 500
Fax:	+ 961 1 962 491
E-Mail:	procurement.lb@undp.org

Any request for clarification must be sent in writing to the e-mail indicated above. The UNDP Procurement Unit will respond in writing by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. BACKGROUND

The Regional Bureau for Arab States of the United Nations Development Programme is launching the sixth edition of the Arab Human Development Report (AHDR) series, due to be published in May 2015.

AHDR 2015 aims to discuss relevant issues associated with youth, in particular aspirations, challenges, trends and future outlook across the Arab region. In order to make an important leap forward in human development, the Report will address the structural challenges imposed on young Arab people, many of which are struggling to successfully transition through life's milestones, whether academic, social, professional or economic. Even though the overall progress in human development in the Arab region is increasing, as evident by the health, economic and education indices among a number others, the path leading to adulthood is taking the Arab youth longer to complete, and is marked by several impediments. The Arab region, home to the youngest population in the world, has one of the highest unemployment rates with a regional average of 28% of which first time job seekers represent 50%. The youth's involvement in the protests and demonstrations since 2011 can be seen as an expression of their frustration with the existing institutions and norms that have denied them economic and social opportunities and a political voice.

AHDR 2015 will serve as an advocacy tool for human development, and as a tool to foster dialogue and debate on some of the challenging issues facing the youth of the Arab region. To this end, a specialized Communications and Social Media Strategist is needed to ensure a high level of visibility for the Report's messages. She / He will develop a communication strategy targeting the key audiences identified for the Report and the general public, and devise and oversee the implementation of an action plan for the effective launch and dissemination of the Report.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The Consultant is to:

- Determine the **communication requirements** (and toolkit) that must be met to support the goals of the AHDR 2015 project components and target audience, and oversee the development of communication toolkits;
- Identify and detail approaches for fulfilling the AHDR's communication requirements in a comprehensive and coordinated **strategy**;
- Prepare a complete **implementation plan** for the approved strategy;
- Prepare a resource list and estimated implementation budget;
- Map similar reports in the industry and other UN agencies to differentiate the AHDR identity;
- Map **stakeholders** and assess the communication capacities of all implementing partners;
- Propose the use of various types of **media products**, in print, broadcast, social media, mobile apps and other tools, that can be related to the main themes of the AHDR
- Devise and implement a media monitoring and evaluation plan including a media and online

- tracker;
- Collaborate with the AHDR team to create, organize, record and post content for all social platforms;
- Develop texts for the press kit, media releases or other materials as needed;
- Propose creative titles and subtitles, graphics and other lay out options to strengthen the AHDR 2015's readability and appeal to the readership;
- Organize a video for the launching of the Report;
- Advise on the preparation of the AHDR 2015 presentations to different audiences of civil society;
- Plan and oversee the implementation of the Report's dissemination events (speakers, media relations, media coverage, press releases);
- Maintain all communications with the media across several Arab countries (TV, print, Online, Radio) and also international media;
- Ensure coverage of the launch in the following outlets:
 - Regional satellite television
 - Regional newspapers and magazines
 - National / sub-regional newspapers and magazines
 - Online news outlets
 - Social media (Facebook, twitter)
- Attend the launch of the AHDR 2015 due to take place in one of the countries of the Arab region by mid 2015.
- Perform any other task requested by the Chief of the Regional Programme Division.

For detailed information, please Refer to Annex I – Terms of Reference.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- Master Degree in Communication, Marketing, Journalism or related fields

II. Years of experience:

- A minimum of 10 years of experience in communication needs analysis and strategic design, managing communication campaigns in several Arab countries
- A well-established track record in mass communication/public relations/advertising/marketing across the Arab region
- Experience in blogging or journalism is preferable

III. Competencies:

- Fluency in spoken and written English and Arabic is a must; knowledge of French will be a strong plus.

- Strong interpersonal and communication skills;
- Strong social media skills and background with a good creativity and ability to take initiative;
- Professional copywriting and editing skills, including articles, reports, social media content, press releases, etc.;
- Strong analytical, reporting and writing abilities;
- Ability to work under pressure and stressful situations;
- Demonstrated use of social media for professional purposes.
- Familiarity with the work of the United Nations system;

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

(I). Technical Proposal:

- (i) Letter to UNDP Confirming Interest and Availability for the Individual Contractor (IC) Assignment**
- (ii) Explaining why** you are the most suitable for the work
- (iii)** Provide a brief **methodology** on how you will approach and conduct the work
- (iv)** Personal **CV** including past experience in **similar projects** and at least **3 references**, mentioning the references' e-mails addresses.

5. FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables. Payments are based upon output, i.e. upon delivery of the services specified in the TOR as follows:

- The schedule of payments will be in 4 equal installments, paid on a bi-monthly basis and upon submission and acceptance of requested services.

In order to assist the requesting unit in the comparison of financial proposals, **the financial proposal shall include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days)**. The financial proposal shall be presented using the enclosed format of Appendix a - Annex III.

Travel:

All envisaged 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 IC wish to travel on a higher class he/she should do so using their own resources.

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 Individual Consultant, prior to travel and will be reimbursed.

6. EVALUATION

Individual consultants will be evaluated based on the following methodology:

Cumulative analysis

When using this weighted scoring method, the award of the contract should 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 technical score of 70 points would be considered for the Financial Evaluation.

Criteria	Weight	Max. Point
<u>Technical Competence</u>	70%	100
<ul style="list-style-type: none">• <i>Criteria A:</i> A well-established track record in mass communication/public relations/advertising/marketing		50
<ul style="list-style-type: none">• <i>Criteria B:</i> Prior experience in a similar project requiring the launch of a report		20

within a regional / global organization.		
<ul style="list-style-type: none"> • <i>Criteria C:</i> Years of relevant work experience (minimum of 10 years) 		15
<ul style="list-style-type: none"> • <i>Criteria D:</i> Education (A Master Degree in Communications, Marketing, Journalism or related field) 		15
<i>Financial</i> (Lower Offer/Offer*100)	30%	100
Total Score	Technical Score * 0.7 + Financial Score * 0.3	

Weight per Technical Competence	
Weak: below 70%	The individual consultant/contractor has demonstrated a WEAK capacity for the analyzed competence
Satisfactory: 70-75%	The individual consultant/contractor has demonstrated a SATISFACTORY capacity for the analyzed competence
Good: 76-85%	The individual consultant/contractor has demonstrated a GOOD capacity for the analyzed competence
Very Good: 86-95%	The individual consultant/contractor has demonstrated a VERY GOOD capacity for the analyzed competence
Outstanding: 96-100%	The individual consultant/contractor has demonstrated an OUTSTANDING capacity for the analyzed competence.

ANNEXES

ANNEX I - TERMS OF REFERENCE (TOR)

ANNEX II - INDIVIDUAL CONSULTANT CONTRACT AND GENERAL TERMS AND CONDITIONS

ANNEX III - OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT