

## **Terms of Reference**

### **Communications Assistant Support - Ecosystem Adaptation (EBA) Project Based**

#### **I. Position Information**

Title: Communications Assistant

Type of contract: IC (Individual Consultant)

Start Date: 2<sup>nd</sup> February

Duration of assignment: 4 month

#### **II. Background and rationale**

The Ecosystem Based Adaptation (EBA) Programme for Mountain Ecosystems in Uganda, Nepal and Peru aims strengthen the capacities of these three countries, which are particularly vulnerable to climate change impacts, to strengthen ecosystem resilience for promoting ecosystem-based adaptation (EBA) options and to reduce the vulnerability of communities, with particular emphasis on mountain ecosystems.

The programme is funded by the German Federal Ministry for the Environment, Nature Conservation Building and Nuclear Safety (BMUB) through its International Climate Initiative, and is implemented through a partnership of the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and the International Union for the Conservation of Nature (IUCN).

Climate change impacts are already affecting the functioning and integrity of several ecosystems and are adding to the stress resulting from other anthropogenic interventions such as unsustainable land use practices. The project countries and targeted ecosystems have been identified as particularly vulnerable to climate change impacts. A multitude of communities depend upon the services provided by these ecosystems.

Specifically the project will support: (i) the development of methodologies and tools for mountain ecosystems; (ii) the application of the above tools and methodologies at the national level; (iii) the implementation of EBA pilots at the ecosystem level; and (iv) the formulation of national policies and building an economic case for EBA at the national level.

The project will create new opportunities for experimental learning between regions and among countries within the same region. Through parallel and cooperative development and application of methodologies and tools and the implementation of pilot projects, the project will shorten the learning curve of local and national institutions and fast-track the transfer of knowledge and experience in relation to building ecosystem resilience.

UNDP, on behalf of the partnership, wishes to contract a qualified candidate for the Post of Communications Assistant for the project. The key results of the assignment is aimed at boosting the ability of the EbA project to engage key stakeholders to support and/or take forward efforts, leading to better results in terms of programme outcomes and outputs of the project implemented by the Ministry of Water & Environment in the country.

The contract will be performance-based and renewable based on a positive assessment of the

incumbent's performance. Terms and conditions of service linked to type of proposed contract will apply.

### III. Description of the assignment

The Communication Assistant will perform the following tasks;

- A) Position EbA as a credible and viable climate change adaptation approach in the country by supporting the implementation of the EbA communications strategy
- The Communications Assistant can seek the advice of the National & Regional colleagues to support the implementation of the Communications Strategy and Work Plan.
  - Work proactively with, programme and project teams to identify opportunities for capturing and sharing knowledge, and disseminating information about major progress and results.
  - Also identify outreach opportunities around VIP visits, global, regional and national report launches and around other knowledge products.
  - Develop and maintain an EbA events calendar, ensuring that major events are identified early; supports senior management and relevant programme teams to develop and manage messages and information material to ensure the success of major events.
  - Develop an annual work plan and budget to realize these opportunities in a timely manner and ensures that funds allocated are well utilized
  - Manage the work plan and related budget; and makes adjustments to include unforeseen opportunities as well as changes in programme work plans.
  - Position the EbA project as a leader in the relevant joint advocacy initiatives.
- B) Supports to boost business development efforts by ensuring that all communications products for development partners are well presented, results focused, informative, clear and concise.
- Ensure communication products like information kits, EbA Results Pages, Policy briefs, brochures, posters, and project films are well presented, results focused, informative, clear and concise.
  - Support programme teams to produce well-presented and effective publications and other knowledge products to communicate key lessons learnt and best practices
  - Advise the project on branding and publications policy and also assist in their dissemination.
- C) To ensure greater awareness about the project's approaches, its work in the country and the impact of its work the Communications Assistant maintains contact with international and national media and effective use of electronic social media
- Develop and maintain contacts with key print and electronic media (including radio, TV, news websites and blogs) to supply them with newsworthy material about the

EbAs work in the country.

- Ensure that all outreach information material to be used by the media is written in a way that concepts and issues can be readily understood by the public;
- Work in close coordination with the EbA National Programme Coordinator and EbA's external communications network to proactively reach out to regional and international media covering the country to raise awareness and understanding among key donors and stakeholders about EbA's role and results in the country
- Work with local media partners to promote, pro-bono if possible, EbA's global advocacy campaigns.
- Research and identify media stories, writes and edits media releases, and feature stories within tight timeframes which consistently meet agreed corporate standards.
- Uses the EbA's website and social media like Facebook, Twitter and YouTube to reach audiences with specially developed information material that is suitable and relevant for such sites
- Mentor and advise programme staff to ensure that media messages are on target.

D) To raise awareness about EbA's work and to ensure transparency and accountability; in the public domain the Communications Assistant maintains and updates the EbA project's website with relevant and current project related information products

- Responsible for managing and regularly updating the content of the EbA website and for the quality of the content.
- Produce videos and/or commission films for capturing project results/issues for EbA and other websites like YouTube.
- Also mentor programme staff to produce project videos for the website
- Responsible for updating country office factsheets for the website on a regular basis.
- Established and manage a system for translating corporate communication content into local language/s as required.
- Develop and maintain a photo database that contains images expressive of the issues, actions and results that EbA is working on in the country.

#### **IV. Methodology**

- a) The EbA Project Management Unit is managed by the National Programme Coordinator reporting to the Director of Environmental Affairs in the Ministry of Water & Environment. The Communications Assistant shall report to the National Coordinator of the EbA project based in the Ministry of Water and Environment (Implementing partner);
- b) The Communication Assistant will be based in Kampala with travel to the implementing districts of Sironko, Bulambuli, Kapchorwa and Kween as required
- c) Copyright and ownership - All materials produced and other intellectual property will be solely owned by EbA Project. Any material and equipment provided to the assistant will remain the property of EbA project.

#### **V. Deliverables**

The Communication assistant is expected to have the following deliverables;

- A) Develop the EBA communication work plan and related budgets; make adjustments to include unforeseen opportunities as well as changes in programme work plans

- B) Develop and maintain an EbA events calendar, ensuring that major events are identified early; supports senior management and relevant programme teams to develop and manage messages and information material to ensure the success of major events.
- C) Develop and maintain a photo database that contains images expressive of the issues, actions and results that EbA is working on in the country.
- D) Advocacy and public education
- A dossier of standard messages, information and talking points on climate change and EBA
  - Communication products carrying messages and content for advocacy and public education namely; information profile, factsheets, databank of standard speeches/talking points and presentation, Documentary on EBA best practices to be adapted for TV, Youtube, DVD and other digital viewing formats
  - Updating the EBA website
- E) Community Mobilization and Dialogue
- Capture stories from stakeholder meetings, field visits and monitoring visits
  - Arrange Farmer exchange visits and disseminate information during the exchange
- F) Media and Publicity
- i) Developing and managing relations with the media, keeping journalists regularly updated about and engaged with EBA issues and developments, spotlighting EBA milestones, and showcasing EBA success stories to the public.
  - ii) Increasing the availability of and access to information about EBA among stakeholders in mountain ecosystems and countrywide.
  - iii) Pro-actively framing the coverage of EBA and climate change issues, positioning climate change as a government priority, and demonstrating government's commitment to enhancing rural prosperity and local economic development through EBA.

<b>Deliverables / Outputs</b>	<b>Estimated Duration to complete the assignment</b>	<b>Target Due Dates</b>	<b>Review and Approvals Required</b>
A) Develop the EBA communication work plan and related budgets; make adjustments to include unforeseen opportunities as well as changes in programme work plans	2 weeks	16 <sup>th</sup> Feb	MWE
B) Develop and maintain an EbA events calendar, ensuring that major events are identified early; supports senior	2 weeks	16 <sup>th</sup> Feb	MWE

management and relevant programme teams to develop and manage messages and information material to ensure the success of major events.			
C) Develop and maintain a photo database that contains images expressive of the issues, actions and results that EbA is working on in the country.	6 weeks	16 <sup>th</sup> March	MWE
D) Advocacy and public education <ul style="list-style-type: none"> <li>• A dossier of standard messages, information and talking points on climate change and EBA</li> <li>• Communication products carrying messages and content for advocacy and public education namely; information profile, factsheets, databank of standard speeches/talking points and presentation, Documentary on EBA best practices to be adapted for TV, Youtube, DVD and other digital viewing formats</li> <li>• Updating the EBA website</li> </ul>	8 weeks	20 <sup>th</sup> April	MWE
E) Community Mobilization and Dialogue <ul style="list-style-type: none"> <li>• Capture stories from stakeholder meetings, field visits and monitoring visits</li> <li>• Arrange Farmer exchange visits and disseminate information during the exchange</li> </ul>	8 weeks	30 <sup>th</sup> March	MWE
F) Media and Publicity <ul style="list-style-type: none"> <li>• Developing and managing relations with the media, keeping journalists regularly updated about and engaged with EBA issues and developments, spotlighting EBA milestones, and showcasing EBA success stories to the public.</li> <li>• Increasing the availability of and access to information about EBA among stakeholders in mountain ecosystems and countrywide.</li> <li>• Pro-actively framing the coverage of EBA and climate change issues, positioning climate change as a government priority, and demonstrating government's commitment to enhancing rural prosperity and local economic</li> </ul>	8 weeks	18 <sup>th</sup> May	MWE

development through EBA.			
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<b>VI. WORKING ARRANGEMENTS</b>
<p>Institutional Arrangement</p> <ul style="list-style-type: none"> <li>• With overall reporting to the National Coordinator, he/she will work on day to day basis with the Project Officer and Programme Associate.</li> <li>• The consultant will report to the National Coordinator on a regular basis on the progress but this will be done in line with the set deliverables of the assignment;</li> <li>• The consultant will liaise, interact, collaborate/meet with all project partners and stakeholders;</li> <li>• UNDP (EbA) will support the consultant in the following: <ul style="list-style-type: none"> <li>○ Access to all past reports and data relevant to the assignment. These will include, but not limited to, training reports, project progress reports, midterm report, consultancy reports, and programme documents ;</li> <li>○ Access to EbA Office and its assets;</li> <li>○ Support and assistance to gain access to relevant stakeholders for consultations to the extent possible;</li> <li>○ Transport for visits relevant to the assignment both within Kampala and in the field.</li> </ul> </li> </ul>

<b>VII. Duration</b>
The communications assistant is expected to work for 4 months, (82 working days)

<b>Duty Station</b>
The duty station will be EbA Offices, Kololo, Kampala

## **Requirements for skills, competencies, education and experience**

### **Competencies**

#### **Functional competencies:**

- Demonstrates integrity and ethical standards;
- Mature judgment and initiative;
- Ability to think out-of-the-box;
- Ability to present complex issues in simple and clear manner; Demonstrates integrity and ethical standards;
- Ability to work under pressure and deliver high quality results on time;
- Initiative and independence
- Good communication and organizational skills, with demonstrated evidence of capacity to produce and present good reports.
- Analytic capacity and demonstrated ability to process, analyses and synthesize complex, technical information from different disciplines;

- Ability to innovate, combining methodological approaches and data from various levels and disciplines including economics, finance, development and conservation.

### **Corporate competencies:**

- Understanding of development issues and ability to work across the range of issues covered by EbA - this includes use of methodologies that maximize performance for ecosystem-based adaptation
- Ability to draft concise and informative documentation in English for a range of uses from detailed progress reports to media releases including ability to analyse complex information and to draw out the key points and issues and to present these in a way that can be easily understood
- Strong knowledge / experience in results-based management and results-oriented approach to project implementation
- Strong inter-personal skills, communication, networking and team-building skills; competent in leading teams and creating team spirit, management of inter-group dynamics and conflicting interests of various actors, stimulating team members to produce quality outputs in a timely and transparent fashion
- Excellent oral and written skills, with analytic capacity and ability to synthesize project outputs and relevant findings for the preparation of quality papers and reports
- Results driven, ability to work under pressure and to meet strict deadlines; remains calm and in control under pressure
- Uses Information Technology effectively as a tool and resource.
- Consistently approaches work with energy and a positive, constructive attitude
- Shares knowledge and experience actively, mentors project staff
- Focuses on result for the client and responds positively to feedback
- Demonstrates commitment to the mission, vision and values of UNEP, UNDP and IUCN
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

### **Education**

The candidate should have at least a Bachelor's Degree in communications, social science, development or related field in environmental studies / natural science or related qualification from a recognized University with expertise in developmental journalism.

### **Experience**

- At least 2 years of relevant experience in journalism or in corporate communications
- Solid understanding of development issues.
- Experience in conceptualizing and managing the production of printed materials, including detailed reports.
- Experience in developing video materials in-house and in commissioning documentaries.
- Demonstrated experience in designing and implementing communication and/or media outreach plans in support of programme goals
- Demonstrated experience in developing content that clearly communicates development ideas and experiences for media, web, print production, and audio -visual productions
- Experience in overseeing translations work.
- Competent with office software packages, including power-point, excel, basic design software.
- The candidate should have experience in managing the implementation of large-scale projects. The candidate should also have relevant experience of working with government agencies, District Local Governments, local communities and international organizations.

- The candidate must be computer literate. Ability to speak and write in English is required and a demonstrated ability to clearly communicate development ideas and experiences.

### **Core skills**

- Technical knowledge and understanding of communication and development
- Ability to communicate effectively orally and in writing in order to communicate complex, technical information to technical and general audiences
- Skill in negotiating effectively in sensitive situations
- Skill in achieving results through persuading, influencing and working with others
- Skill in facilitating meetings effectively and efficiently and to resolve conflicts as they arise.

### **Language Requirements**

Fluency in English

### **PRICE PROPOSAL AND SCHEDULE OF PAYMENTS**

Payment to the individual consultant will be made at the end of each month for the days worked during the given month in four equal installments.

### **EVALUATION METHOD AND CRITERIA**

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable, and
- Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) where the minimum passing score of technical proposal is 70%.

### **Evaluation Criteria:**

#### **Technical Proposal (Maximum 70 points):**

- Relevance of education – 5 points;
- Language skills – 5 points;
- Knowledge of communication and developmental journalism – 10 points;
- Relevance of professional experience in conducting assignment of similar nature and scope specifically in the area of environment - 30 points;
- Excellent analytical and writing skills with the capacity to process qualitative and quantitative information and produce clear and precise reports and photography - 20 points;

Financial Proposal (Maximum 30 points): To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

### **APPLICATION PROCEDURE:**

The candidate is required to submit an electronic application directly uploaded on the UNDP jobs website with all the requirements as listed here below. Annexes and further information may be downloaded on <http://procurement-notices.undp.org/>.

### **The application should include the following documents/information:**

- Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP (see Annex II);



- Updated Personal CV highlighting past experience in similar assignments and with 3 professional references with contact details (email and telephone);
- Technical Proposal: suggested outline for technical proposal;
- The offerors' interpretation of the assignment;
- Approach and methodology for undertaking the assignment;
- Work-plan.

Financial proposal (in template provided in Annex II) stating an all-inclusive fixed lumpsum fee for this assignment in Ugandan Shillings, supported by a breakdown of costs. Such total lump sum price must include professional fee, and costs necessary to conduct the assignment such as communication costs, etc. The consultant will be paid against the completion of specific, measurable deliverables as identified in this TOR.

**Annexes:**

- Annex I: Individual Contractor General Terms and Conditions
- Annex II: Template to Confirmation of Interest and Availability and Submit the Financial Proposal