



TERMS OF REFERENCE

FOR INDIVIDUAL CONTRACT

POST TITLE:	Senior Communications Expert
STARTING DATE:	April 15, 2015
AGENCY/PROJECT NAME:	UNDP/Climate Change Adaptation
COUNTRY OF ASSIGNMENT:	USA (Home based)
	The incumbent may be required to travel. Destination shall be assigned and approved prior to travel.

1) GENERAL BACKGROUND

As the UN system's development programme and a GEF implementing Agency since 1991, UNDP supports countries in addressing development, climate, and ecosystem sustainability in an integrated manner.

In its role as a GEF Implementing Agency, UNDP-GEF offers countries highly specialized technical services for eligibility assessment, programme/project formulation, due diligence, mobilization of required co-financing, project implementation oversight, results management and evaluation, performance-based payments and knowledge management. UNDP-GEF's Green, Low-emission, Climate-resilient Development Strategies team works to support countries to attract and direct public and private investment towards catalyzing and supporting sustainable economic growth through initiatives focused on integrated Climate Change Strategies, Advancing Cross-sectoral Climate Resilient Livelihoods and Strengthening Climate Information and Early Warning Systems for Climate Resilient Development.

Recently, the UNDP-GEF, launched the Multi Country Programme to Strengthen Climate Information for Resilient Development and Adaptation to Climate Change in Africa (CIRDA). The programme has the objective of supporting with 11 countries in Africa (Benin, Burkina Faso, Gambia, Liberia, Sierra Leone, Sao Tome and Principe, Ethiopia, Uganda, Tanzania, Malawi and Zambia) to enhance national climate services in their efforts to collect, analyse and disseminate climate information as a key tool in long term planning and adaptation.

The CIRDA Programme is providing support by providing technical support and capacity building as well as by fostering knowledge sharing between experts, regional organizations and the countries' themselves.

2) OBJECTIVES OF THE ASSIGNMENT

UNDP is seeking a Senior Communications Expert to develop and support the implementation of communication strategies and knowledge sharing platform for the CIRDA Programme at a global and national level, such as through the development of various communication products and the preparation of, and participation in, national and international events.

3) SCOPE OF WORK

The Consultant will be primarily home-based and work under the supervision of the CIRDA Manager, with limited missions to regional/global meetings and UN offices. The consultant will work towards establishing, in an appropriate location, a repository of technical documents of relevance to the CIRDA supported countries. Furthermore, the consultant will support the CIRDA team to promote South-South and North-South collaboration by designing, organizing and conducting events such as e-workshops, webinars and other cutting edge methods of promoting collaboration. The consultant will work towards ensuring that activities conducted on knowledge generation for CIRDA will complement the existing knowledge networks and platforms on adaptation to climate change.

The Consultant will work with the CIRDA Team, national project managers, country offices, partner and donor country governments, other international/multi-lateral organizations, and contractors on the following:

- Develop global communications strategy for the CIRDA Programme, in line with visibility guidelines of UNDP and Programme donors and including key messages;
- Upon request, guide and support the development of communication strategies for CIRDA Projects at national level in the core CIRDA Partner countries, and support this process at regional and national meetings;
- Develop and/or update banners, factsheets, news articles, press releases, newsletters, website pages, videos and articles and other media products as required for the CIRDA Programme;
- Develop UNDP CIRDA Programme press kits and assist with the facilitation of media at international events;
- Advise CIRDA Project country teams and the global team on all media related aspects;
- Copy editing and dissemination of communication materials prepared by CIRDA national project teams and the global CIRDA Programme team;
- Develop templates/layout with a common identify for CIRDA presentations, publications and reports;
- Develop a logo for the CIRDA Programme.
- Organize and manage the CIRDA website and populate it with relevant guidance, methodologies and tools (e.g. sector specific guidance) and ensure that it serves as a repository of technical documents of relevance to CIRDA supported countries;
- Create Live Chat space on programme website or blog.
- Production and dissemination of HTML newsletters (10 expected) under the guidance of the CIRDA Manager;
- Promote CIRDA thematic discussions through existing networks and use of social media. Work will also include designing 2 webinars, working with the CIRDA Team to identify topics for discussion and appointing facilitators from the network;
- Promote thematic discussions regarding climate information through existing networks, including through webinars and social media (YouTube, Twitter, etc). This includes managing the relevant technological platforms or networks to be employed;
- Organize the CIRDA blog to showcase ongoing efforts, results, impacts of the CIRDA Programme.

4) DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

Information on Working Arrangements:

- Estimated level of effort: 90 days plus additional travel days as required by the Programme and approved by Supervisor;
- The Consultant will be given access to relevant information necessary for execution of the tasks under this assignment;
- The Consultant will be responsible for providing her/his own working station (i.e. laptop, internet, phone, scanner/printer, etc.) and must have access to a reliable internet connection;
- Payments will be made upon submission of a detailed time sheet and certification of payment form, and acceptance and confirmation by the Supervisor on days worked and outputs delivered.

Travel:

- Travel may be required to international workshops to ensure appropriate communications and messaging on-site, and offer guidance to the national teams on visibility and communications matters;
- Any necessary mission travel must be approved in advance and in writing by the Supervisor;
- The Advanced and Basic Security in the Field II courses must be successfully completed prior to commencement of travel;
- Individual Consultants are responsible for ensuring they have vaccinations/inoculations when travelling to certain countries, as designated by the UN Medical Director;
- Consultants are also required to comply with the UN security directives;
- The consultant will be responsible for making his/her own mission travel arrangements in line with UNDP travel policies;
- All related travel expenses will be supported by the project travel fund and will be reimbursed as per UNDP rules and regulations upon submission of an F-10 claim form and supporting documents.

5) FINAL PRODUCTS

- Communications strategy for the CIRDA Programme
- Communications press kit for the CIRDA Programme
- A CIRDA Programme logo and templates with a common identity for the Programme
- Maintain and improve the CIRDA website and blog (with continuously updated information and attractive imaging). Create Live Chat space on programme website or blog.
- Production and dissemination of HTML newsletters (5 expected) under the guidance of the CIRDA Manager;
- Promote CIRDA thematic discussions through existing networks and use of social media. Work will also include designing 2 webinars, working with the CIRDA Team to identify topics for discussion and appointing facilitators from the network;
- Develop 10 knowledge products with good practices and case studies (e.g. fact sheets and case studies), including harvesting information from the regional workshops (e.g. gathering powerpoints and modifying into video form), for dissemination through the programme website or blog, inclusion in the newsletter, and sent via email to thematic networks and LISTSERVE;
- Copy editing of at least 2 CIRDA Publications

6) PROVISION OF MONITORING AND PROGRESS CONTROLS

The consultant will report directly to the CIRDA Project Manager and will effectively cooperate with CIRDA

Regional Technical Advisors and CIRDA Team as well as UNDP Country Offices and CIRDA Project Managers.

7) COMPETENCIES AND QUALIFICATIONS

Corporate

- Demonstrates integrity by modelling the UN's values and ethical standards;
- 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.

Technical

- Advanced editing skills;
- Good command of commonly used design and publishing software packages
- Good command of online publishing software and tools including Wordpress and Blogspot;
- Computer literacy for Microsoft Office Package or equivalent;
- Good knowledge and command of social media tools (You Tube, ect.);
- Demonstrated skills in editing news articles, press releases, success stories, newsletters, communication strategies and programmatic reports.

Professionalism

- Capable of working in a high pressure environment with sharp and frequent deadlines, managing many tasks simultaneously;
- Excellent analytical and organizational skills;
- Exercise the highest level of responsibility and be able to handle confidential and politically sensitive issues in a responsible and mature manner.

Communication

- Excellent writing and verbal communication skills;
- Communicate effectively in writing to a varied and broad audience in a simple and concise manner.

Teamwork

- Work well in a team to advance the priorities of the CIRDA Programme and UNDP as a whole;
- Projects a positive image and is ready to take on a wide range of tasks;
- Focuses on results for the client;
- Welcomes constructive feedback.

Education

- Master's or advanced graduate degree in communications, journalism or other closely related field (Max: 5 points).

Experience

- At least 7 years expertise in communications, graphic design, journalism or a related field (Max: 5

points);

- Proven experience in developing and implementing communication strategies at national or global levels; (Max: 5 points);
- Experience in relevant graphic design and publishing programmes (Adobe Illustrator, Photoshop, InDesign or equivalent), developing, editing and layout of publications (Max: 5 points);
- Experience in working on sustainable development environmental / biodiversity issues (Max: 5 points);
- Experience and good network with international media is a strong asset; (Max: 5 points);
- Previous work experience with UNDP or a related organization and familiarity with UNDP's brand identity requirements (Max: 5 points).

Language Requirements

- Excellent oral and written communication skills in English language (3 Points);
- Good command of French a strong asset (Max: 2 points),

8) REVIEW TIME REQUIRED

14 working days

9) CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNDP PREMISES

☐ NONE ☐ PARTIAL ☐ INTERMITTENT ☒ FULL-TIME

10) PAYMENT TERM

Please indicate any special payment terms for the contract.

- ☐ Daily
☐ Weekly
☒ Monthly

Note: Payment shall be made based on approved timesheet on monthly basis. Consultant is expected to be present at the UNDP APRC office Monday-Friday for 8 hours a day, except UN holidays.

