

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE



Date: 16 June 2015

Country: Bangkok Regional Hub - Thailand

Description of the assignment: Communications Consultant

Duty Station: Bangkok, Thailand. The incumbent may be required to travel. Destination shall be assigned and approved prior to travel.

Project name: UNDP Climate Change Adaptation Team

Period of assignment/services (if applicable): 1 August, 2015 – 31 July, 2016 (Up to 220 days)

Proposal should be submitted by email to brh.gef.procurement@undp.org no later than **7 July, 2015**. Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mail indicated above. UNDP Asia-Pacific Regional Centre will respond in writing or 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 National Adaptation Plan (NAP) process is aimed at supporting countries to enhance country-led planning and preparedness for climate change adaptation (CCA) in the medium and long-term planning. In Durban, at the 17th Conference of Parties (CoP) to UNFCCC, parties invited all United Nations organisations, as well as bilateral and multilateral agencies, to support the National Adaptation Plan (NAP) process in the Least Developed Countries (LDCs) and, where possible, to consider establishing support programmes for the National Adaptation Plan process within their mandate.

UNDP's National Adaptation Plans (NAP) portfolio of projects responds to this invitation and includes (1) NAP Global Support Programme for Least Developed Countries (LDCF) (2) NAP Global Support Programme for non-LDCs (SCCF funded) and (3) National Adaptation Planning in the Agriculture sector (BMUB funded). The NAP portfolio is implemented in partnership and collaboration with the GEF Secretariat, UNEP, UNFCCC Secretariat and several partners (including the WHO, UNITAR, FAO, IFAD, GIZ, UNHABITAT and WMO).

Supporting countries with their National Adaptation Plans process contributes to UNDPs strategic plan outcome 1 Growth is inclusive and sustainable, incorporating productive capacities that create employment and livelihoods for the poor and excluded. Building climate resilience through the NAP process into country driven medium term planning and budgeting will incorporate the approaches suggested in the UNDP strategic plan. A key approach advocated by UNDP is low emission and climate resilient development priorities built into the design, implementation, and financing of poverty eradication and sectoral strategies and policies at national and sub-national level. This includes prioritizing relevant actions and investments, help demonstrate scalable technologies and business models, build incentives for resilient livelihoods, and strengthen capacities to access, monitor, verify and report on climate finance.

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

Objective:

Communication and advocacy is an important aspect of the UNDPs Climate Change Adaptation programme and the National Adaptation Plans (NAP) portfolio of projects that includes (1) NAP Global Support Programme for Least Developed Countries (LDCF funded) (2) NAP Global Support Programme for non-LDCs (SCCF funded) and (3) National Adaptation Planning in the Agriculture sector (BMUB funded).

This assignment is geared to broaden and deepen awareness of UNDP supported programmes on climate change adaptation (CCA) and National Adaptation Planning (NAP), engage with key audiences (donors, client countries, media as well as internal UNDP stakeholders), create brand recognition and lift the related UNDP supported programme's media profile.

The communication work will raise awareness of target groups (to be defined in consultation with UNDP) in UNDP's work on supporting countries to adapt to climate change through mainstreaming climate risk in planning and budgeting. The consultancy will aim to introduce intervention instruments, highlight individual projects to different audiences and mobilize partners, stakeholders, and the general public to advocate on results achieved through the portfolio.

Scope of Work:

The Communications consultant will lead the development and implementation of a communications strategy. S/he will liaise with staff and key stakeholders and lead the coordination of communication efforts to ensure seamless collaboration and successful delivery of high quality communications operations and products. The Communications Specialist will liaise with UNDP staff at the regional and HQ level as well as UNDP Country office staff and project/government counterparts as appropriate.

Under the guidance of the NAP Lead technical Specialist and under the overall supervision of the UNDP-GEF Head of Climate Change Adaptation and in close collaboration with NAP GSP team and programme partners, the Communications consultant will:

- Lead in the implementation of the communications SOP & work plan for the 2015-2016 period;
- Produce knowledge products related to the NAPs process including drafting, editing and bringing in line with UNDP publications standards in coordination with technical experts in the National Adaptation Plans programme. The communications specialist is expected to draft material in coordination with technical experts, bring content developed by experts to reader friendly stage, and review and edit final products to bring up-to UNDP publication standards.
- Raise awareness for the CCA program's brand, including NAPs work and DST work;
- Build on CCA's new digital platform-CCA website, integrate old contents into new site, with the support of web developer, develop key content and team management methods to organize the website publishing guidelines;
- Build on and advance the program's digital presence through social media, especially through team members' twitter accounts, existing platforms such as the UNDP regional and corporate twitter accounts and facebook pages;
- With the support of a graphic designer, build on and revamp the program's quarterly newsletter;
- Undertake activities to promote the programme's media coverage; liaison with both internal and external media. Build up content distributions channels through the UNDP, UN channels, external donor channels and international media outlets;
- Draft media advisories and press releases;
- Liaise with media for press releases and events, establish media connections and aim to get maximum media attention for press releases, special events, press interview either through broadcast or print media;
- Produce and oversee production of media friendly communications products for UNDP-GEF financed adaptation projects, NAPs work and DST work;
- Liaise with stakeholders and lead the coordination of communication efforts to ensure seamless collaboration and successful delivery of high quality communications operations and products;
- Carry out consultations with key project actors, RTAs in their communications work;
- Provide assistance in the drafting of contents for all planned communication efforts;
- Provide technical support for the quality control of communication efforts and products;
- Oversee interns for communications work.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

The Communications Consultant shall have the following qualifications:

Education:

- Master's degree in Communications, Journalism, Public Relations or related field.

Professional Experience:

- At least 4 years of experience in generating communications, communication strategies, media operations and advocacy material via various media (i.e. print, video, websites)

- Experiences in development communication issues and demonstrated experience in communicating climate change and climate change adaptation work tailored to different audiences is a distinct advantage. Experience in UN related communications an asset.
- Proficiency and experience with media software, applications and communication tools
- Computer proficiency; especially related to professional office software packages (Microsoft Office)
- Excellent organizational skills, interpersonal communication skill, self-motivated, proactive and reliable with good communication and ability to work in harmony with staff members of different national backgrounds

Language requirements:

- Excellent in oral and written communication skills in English language
- Proficiency in other UN languages is an advantage.

Core Competencies:

- Strong interpersonal and communication skills;
- Strong analytical, reporting and writing abilities skills;
- Openness to change and ability to receive/integrate feedback;
- Ability to plan, organize, implement and report on work;
- Ability to work under pressure and tight deadlines;
- Comprehensiveness knowledge of communications
- Proficiency in the use of office IT applications and internet in conducting research;
- Outstanding communication, project management and organizational skills;
- Excellent presentation and facilitation skills.
- Demonstrates integrity and ethical standards;
- Positive, constructive attitude to work;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability..

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

Contract Duration: 1 August, 2015- 31 July 2016 (Up to 220 days)

Duty Station: Bangkok, Thailand. The incumbent may be required to travel

5. FINAL PRODUCTS

Expected Deliverables (following UNDP guidelines on communications):

- A communication work plan, which includes a set of key messages to be promoted among target audiences. It will define the means necessary for implementation, recommending media and communication tools. The plan will point out the content and campaigns recommended for implementation for the year.
- Production of knowledge products related to the National Adaptation Plans process – 1 overall NAP publication, 4 NAP country papers and 6 case studies/best practice compilations across the NAPs programme projects.
- Quarterly CCA Newsletter which will highlight the communications products being produced every three months; it will be closely monitored for opening rate, readership and other evaluation data for immediate improvement.
- An active website, which can be closely monitored by data analysing software, regularly updated and evaluated.
- An active social media network that can be measured by data analyzing software.
- Overseeing and producing at least 6 video products to highlight the work of the program, and raise brand awareness.
- Production of photo essays, blog entries, success stories to highlight lessons learnt from adaptation initiatives in countries.
- One piece of animated video story that incorporates infographics and data visualization.
- Operationalize Communications Standard Operating Procedures with plans and implementation for all project key phases.
- Identification of partners platforms to highlight UNDP content, such as blogs, success stories and lessons learnt from adaptation initiatives in countries.
- Boosted media coverage, which will be measured by newspaper clippings, TV current affairs programmings, etc.
- A communications tool kit to help bring everyone when carrying out communication actions. We'll see better quality communications products with the introduction of the tool kit.
- Reports/press releases/speeches/multimedia project pitches/campaign/events (online/offline) to raise brand awareness, at least twice a year.
- A final report that will sum up the work done, the lessons learnt and recommendations to further the communication effort of the program.

6. PROVISION OF MONITORING AND PROGRESS CONTROLS

The consultant will report to the NAP Lead Technical Specialist directly and under the overall guidance of the UNDP- Head of Climate Change Adaptation or his designate as directed. He/she will work closely with other staff in the UNDP APRC, UNDP Country Office staff and project/government counterparts as appropriate

Review time required:

The review and approval of payments will be made by the assigned supervisor(s) within 15 days.

7. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Documentation required

Interested individual consultants must submit the following documents/information to demonstrate their qualifications. Please group them into **one (1) single PDF document** as the application only allows to upload maximum one document:

1. Letter of Confirmation of Interest and Availability using the template provided in Annex II.
2. Personal CV or P11, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references.
3. Financial proposal, as per template provided in Annex II.
4. Brief description of why the individual considers him/herself as the most suitable for the assignment. A methodology is recommended for intellectual services, but may be omitted for support services.

Incomplete proposals may not be considered.

Annexes :

Annex I - Individual IC General Terms and Conditions

Annex II – Offeror's Letter to UNDP Confirming Interest and Availability for the Individual IC, including Financial Proposal Template

Annex III – P11

For any clarification regarding this assignment please write to brh.gef.procurement@undp.org

8. FINANCIAL PROPOSAL

The contract will be based on daily fee

The financial proposal will specify the **daily fee in USD**. The payments will be made to the Individual Consultant based on approved timesheet on a monthly basis and upon completion of the deliverables.

In general, UNDP shall 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 event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to travel and will be reimbursed.

9. EVALUATION

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 (70%) and financial criteria (30%) specific to the solicitation.

Only candidates obtaining a minimum of 350 technical points would be considered for the Financial Evaluation

Criteria	Weight	Max. Point
Technical	70%	500
Education	15%	75
Experience in generating communications, communication strategies, media operations and advocacy material via various media (i.e. print, video, websites)	30%	150
Experiences in development communication issues and demonstrated experience in communicating climate change and climate change adaptation work tailored to different audiences.	25%	125
Proficiency and experience with media software, applications and communication tools and also	20%	100

computer proficiency; especially related to professional office software packages (Microsoft Office)		
Excellent in oral and written communication skills in English language (50 points)	10%	50
<u>Financial</u>	30%	100