

Terms of Reference

Expert to Develop Communication Products - Pulse Lab Kampala

I. Position information

Title:	Expert to develop communication products - Pulse Lab Kampala
Type of contract:	Long term Agreement (LTA)
Duty Station:	Home based
Start Date:	immediately
Duration of assignment:	The contract will be effective from date of signing and may be extended up to 3 years based on satisfactory performance.

II. Background and rationale

Global Pulse (<http://www.unglobalpulse.org/about-new>) is an innovation initiative of the United Nations Secretary-General on Big Data. Its vision is a future in which big data is harnessed safely and responsibly as a public good. Its mission is to accelerate discovery, development and scaled adoption of big data innovation for sustainable development and humanitarian action. Global Pulse is building a catalytic network of in-country innovation centers, which will test new tools, data and analysis, share what lessons with the global community, mainstream successful approaches for real-time impact monitoring into policymaking. The first Lab has been established in New York (Pulse Lab New York) followed by Jakarta, Indonesia and Kampala, Uganda.

Pulse Lab Kampala (<http://www.unglobalpulse.org/kampala>) is an inter-agency initiative of the United Nations under the Office of the Resident Coordinator in Uganda. The first of its kind in Africa, it brings together researchers from Government, the UN, non-governmental organizations and private sector to explore the utility of new sources of digital “Big Data” (such as social media, mobile data, online information) and real-time analysis techniques for social development monitoring and program planning.

A data revolution is underway in Uganda and in Africa. There is more data now than ever. New technologies are leading to an exponential increase in the volume and types of data available, creating unprecedented possibilities for informing and transforming society and protecting the environment. There is more data produced in the last 2 years than in all of human history. There is a tremendous potential in new technology; indeed, this is the forefront of the data revolution already well underway in the private sector. The new SDGs agenda will have increased demands – and opportunities- for the use of data. Pulse Lab Kampala supports the UN Country team to tap into the revolution obtaining more and better data to support development work and humanitarian action supporting:

1. Enhance Early Warning: Detection of anomalous trends and patterns of events enables early warning of emerging crises and earlier responses to prevent long-term harm;
2. Real-Time Awareness: An up-to-date picture of trends, hotspots and dynamic changes in population behaviour enhances programme planning and monitoring of implementation and
3. Rapid Impact Monitoring and Evaluation: Timely feedback on the impact of programmes and policies allows for adaptive course correction and accelerated achievement of results.

Under the guidance of the of the Pulse Lab Manager and in consultation with the Communications Specialist, at the Resident Coordinator Office, the selected individual consultant will contribute to document and disseminate the work of Pulse Lab Kampala with high quality and original written content. The content will follow Global Pulse branding and style and will be used to support Pulse Lab Kampala project outreach.

III. Description of assignment

The consultant will develop content to disseminate project findings under different formats: web-based blog articles, reports, project briefs, press releases, presentations and other communications products. He/she will develop content for Pulse Lab Kampala hand-outs and advocacy materials (project brochure, sub-project brochures, project fact sheet, privacy policy, among others). The consultant will also edit Pulse Lab Kampala reports and advocacy documents and will create editorial content for a video production on the work of Pulse Lab Kampala.

IV. Methodology

- The Expert is expected to work in close consultation with the Manager and team at Pulse Lab Kampala as well as the Communications Specialist at the Resident Coordinator's Office (RCO);
- Skype meetings with Pulse Lab Kampala will be necessary to agree on deliverables, actual materials to be delivered may be worked on at the location of the expert's choice and delivered via email;
- Copyright and ownership - All materials produced and other intellectual property will be solely owned by Pulse Lab Kampala. Any material provided to the expert will remain the property of Pulse Lab Kampala.

V. Expected deliverables

- Written content for Pulse Lab Kampala communication products: presentations, web articles, project briefs, reports and web-project sites and press releases among others;
- Written content for Pulse Lab Kampala handouts: project brochure, sub-project brochures, project fact sheet, privacy policy, among others;
- Written messages for Pulse Lab Kampala visibility products: posters, banners and folders among others;
- Editing of Pulse Lab Kampala reports and advocacy documents;
- Editorial content for video production on the work of Pulse Lab Kampala.

VI. Duration

The contract will be effective from date of signing and may be extended up to 3 years based on satisfactory performance.

VII. Working arrangements

Institutional Arrangements

- The consultant will report to Pulse Lab Kampala Manager on a regular basis. The consultant will report to the Pulse Lab Kampala communications experts once he/she joins the team;
- The consultant will liaise, interact, collaborate/meet staff at Pulse Lab Kampala and partners;
- UNDP (Pulse Lab Kampala) will support the consultant in the following:

- Access to all reports and data relevant to the assignment. These will include donor reports, project documents and donor reports;
- Support and assistance to gain access to relevant stakeholders for consultations to the extent possible

VIII. Duty station

Home based

IX. Requirements on skills, competencies, education and experiences

Competencies

- Plans and produces quality results to meet established goals;
- Generates innovative, practical solutions to challenging situations;
- Demonstrates substantive and technical knowledge to meet responsibilities and post requirements with excellence;
- Demonstrates openness to change and ability to manage complexities;
- Responds positively to critical feedback and differing points of view;
- Ability to conceptualize, plan and execute innovative ideas;
- Displays open, co-operative behavior with other team members;
- Remains calm and in control, and good humoured even under pressure;
- Responds positively to critical feedback and differing points of view;
- Sets priorities, produces quality outputs;
- Meets deadlines and manages time efficiently;
- Must be able to translate between science/tech and international development.

Education

- Graduate degree in a relevant discipline (Journalism, Mass Communication or Marketing, Arts, or similar)

Experience

- Minimum of 5 years' experience in the relevant field.
- Clear and mature style of writing, demonstrating an understanding of the communication requirements of Global Pulse;
- An established track record in communications/editorial work (minimum 5 years);
- Knowledge of standard software packages, including MS Office– MS Access–MS Visio – Adobe Acrobat;
- At least 5 years of proven experience in editing reports and publications in English;
- Experience with private sector is desirable.

Core skills

- Excellent oral and written skills;
- Excellent communication skills, organized (dealing with many stakeholders);
- Planning/organizational skills.

Language Requirements

Excellent command of English.

X. Evaluation method and criteria

Individual Consultants will be evaluated based on the Cumulative Analysis methodology. The ranking of the Communications Expert(s) shall be made based on proposals that are;

- a) responsive/compliant/acceptable; and
- b) having received the highest score out of set of weighted technical criteria and financial criteria as per below weightages (technical-financial): 70%-30%.

Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP for the assignment.

It is anticipated that UNDP may only sign LTA agreements with the top ranked 05 Communications Expert(s) or less according to the cumulative analysis methodology.

Technical Criteria for Evaluation (Maximum 70 points)

Applications will be evaluated on the following criteria:

- Relevant education and training (Journalism, Mass Communication or Marketing, Arts, or similar) - Maximum Points 15;
- Relevant work experience of at least five years - Maximum Points: 10;
- Demonstrated experience in communications/editorial work and standard software packages, including MS Office– MS Access–MS Visio –Adobe Acrobat - Maximum Points: 30;
- Proficiency in English - Maximum Points: 5;
- Methodology and understanding of assignment – Maximum Points: 10.

Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation (30%).

XI. Payment

- Services will be delivered on an on-call basis and paid in United States Dollars or Uganda Shillings upon successful completion of the assignment;
- The consultancy fee will be paid per working day;
- Payment will be made upon submission of monthly invoices, specifying the number of working days spent on each approved case, and providing documentation to support pre-approved expenses;
- This LTA shall not warrant that any quantity of services will be purchased during the term of the LTA as this will depend on forthcoming needs.

Notes:

UNDP would conduct bi-annual performance reviews of these LTAs, which might include meeting with the LTA holders and feedback from other stakeholders.

If the Consultant(s) fail to meet UNDP's performance requirements detailed above, s/he will receive in the first instance a warning to improve their performance. Continued failure to meet performance requirements may result on termination of the LTA.

Application procedure

The consultant is required to upload an electronic application in one single PDF on the jobs website not later than July 22, 2015. The application should include the following documents/information:

- Letter of Confirmation of Interest and Availability using the template provided in Annex II.;
- 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 professional references;
- Non Ugandan passport holders are required to provide proof of a valid work permit at the time of submitting the application. Please note, applicants holding business visas will not be considered;
- Technical proposal, including
- a brief description of why the individual considers him/herself as the most suitable for the assignment;
- Clear statement of where the Consultant is based;
- Samples of work you consider the best (the candidate must specify if she/he was solely responsible for producing or editing each of the materials);
- Financial proposal, as stating Daily Fee in Ugandan Shillings. No other costs travels (e.g. for travel) should be included in the financial proposal at this stage.

Annexes

- Financial proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided (Annex II);
- Annexes 1 and II - may be downloaded from the UNDP Procurement Notices Website - <http://procurement-notice.undp.org/> - under reference # 23658. For further clarifications, please contact; fredah.zawedde@undp.org; justine.naigabagonza@undp.org and diana.nabbanja@undp.org;
- Interested applicants should submit applications through uploading of all their required documentation in one single pdf document on this website only.