

TERMS OF REFERENCE
Individual Contractor

1. Assignment Information

Assignment Title:	CHDR Media content analysis Consultant
UNDP Practice Area:	Cambodia Human Development Report (CHDR)
Cluster/Project:	Linking Policy and Practices (LPP) Project
Post Level:	Junior Specialist
Contract Type:	Individual Contractor (IC)
Duty Station:	Both home-based and non-home-based (Phnom Penh)
Expected Place of Travel:	No travel is expected
Contract Duration:	25 working days (over 2.5 months periods: Mid-December 2015 – End February 2016)

2. Project Description

Over the past two decades Cambodia has made impressive progresses in terms of poverty reduction and human development. Economic growth, unmatched by any post conflict society, is pro-poor leading to substantial reduction in poverty. Factors contributing to this fast economic growth among others include: restoration of peace and security, large public and private capital inflows, open market, and fairly stable macroeconomic conditions. As a result, Cambodia has registered massive gains and improvements on human development as measured by the global human development indices (HDI): life expectancy at birth, educational attainments and decent living standards. Between 1980 and 2012, Cambodia's life expectancy at birth increased by 24.9 years, from 38.7 to 63.6, mean years of schooling and expected years of schooling increased by 0.8 and 4.0 years, from 5.0 to 5.8 and 6.5 to 10.5, respectively.

Between 1995 and 2012, Cambodia's Gross National Income (GNI) per capita increased by some 163 percent, from \$797 to \$2,095 (2005 PPP\$). Overall, Cambodia's HDI for the period between 1995 and 2012 experienced fast growth in the three HDI dimensions at an annual average growth rate of about 1.7 percent, an average HDI growth faster than the Low and Medium HDI groups. As a result, Cambodia is among the countries in the South that have had greater gains in HDI between the periods from 1990 to 2012. Despite all the progresses and improvements, Cambodia's educational attainment and human capital base are by all means low including compared to the countries in East Asia and the Pacific.

That said, Cambodia is at an historic stage in its development, moving away from Low Income Country to Middle Income Country status by 2030. However, growth was and is still mainly taking place in a few urban centers, while the domestic private sector remains agrarian-based with a focus on subsistence farming of rice. The rapid expansion of the urban labor market draws people in low skilled jobs and low pay – often at the expense of continued education

and training – and conceals deep underlying structural problems in education and skills formation. Against this backdrop the United Nations Development Programme (UNDP) is in the process of writing of the Cambodian Human Development Report (CHDR) 2016: Towards Balanced Growth in Cambodia - Role of Human Capital Development. The CHDR 2016 will take stock of the past and present state of human development, human capital (education and health) base, and demographic window of opportunity for equitable growth and social development to elicit debates on human development gaps and human capital formation for the betterment of citizens of the country.

The timing of the 2016 CHDR is critical for Cambodia in that the Report will stimulate policy debate on long-term solution to Cambodia's sustainable human development and human capital needs; and needs that until now have been met with short-term solutions. Adopting a lifecycle perspective to human capital accumulation by investing in the first 1,000 days of a child's life provides one important part of such a long-term solution. Ensuring that a child receives care during this time will enable him/her to benefit from education and gives him/her the capabilities to continually adapt to changes in the job market.

UNDP Cambodia is looking for a consultant to conduct the media content analysis on the issues relevant the 2016 CHDR. The assignment is distributed over 2.5 month period from mid-December 2015 to end-February 2016.

3. Scope of Work

The consultant is expected to conduct the media content analysis for the 2016 CHDR

Some specific tasks includes:

- Identify the issues and key words (both English and Khmer) that are relevant to the 2016 CHDR for monitoring; and discuss and seek agreement from the CHDR team;
- Develop a list of key media (print, online, social media, radio and TV if relevant) both English and Khmer to be monitored;
- Develop with the international CHDR consultant, the template to be used for the media content analysis together with the CHDR communications consultant;
- Develop a methodology to conduct the analysis
- Conduct the data collection and analysis and produce the report and annexes if any
- Assist the international consultant to conduct media monitoring after the launch of the 2016 CHDR and produce the report

4. Expected Outputs and Deliverables

The key deliverables expected from the consultant– amongst others are:

- i. Agreed methodology to perform the task which include but not limited to:
 - Agreed issues and key words relevant to the 2016 CHDR and the duration to be monitored

- List of agreed key media both English and Khmer – print, online, social media, radio and TV if relevant (including the key contacts ‘who’s who’ in those media) to be monitored;
 - Agreed format to be used for the assignment. The following questions should be part of the analysis i. are the issues relevant to 2016 CHDR being covered?; ii. If the issues are not covered, are other issues being covered that relate to the CHDR issues?; iii. What are the main themes and arguments presented on various sides of the issues?; iv. Who is reporting on the CHDR issues or stories related to them?; v. who appear as spokespeople on the issues?; vi. Who is writing op-ed pieces or letters to editor on the issues? Vii. Are any solutions to the problem presented?; viii. Who is named or implied as having responsibility for solving the problem? Ix. What stories, facts, or perspectives could help improve the case from UNDP side?
- ii. Report of the media content analysis including any relevant database/annexes and baseline media content for issue relevant to the 2016 CHDR.
- iii. Report of the media content monitoring after the launch of 2016 CHDR

No	Deliverables/Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required <i>(Indicate designation of person who will review outputs and confirm acceptance)</i>
1	Complete and agreed methodology to conduct the assignment (completed output i above)	3 days	3 rd week of December 2015	Communications Analyst
2	Report of the media content analysis (completed output ii above)	17 days	3 rd week of January 2016	Communications Analyst
3	Report on the media content monitoring after the launch of 2016 CDHR	5 days	3 rd week of February 2016	Communications Analyst
Total # of Days:		25 days		

5. Institutional Arrangement

- The consultant will work under the overall supervision of the UNDP Communications Analyst, in consultation with the communications team and the CHDR team.
- The consultant will be working closely with the international CHDR consultant to produce the expected results
- The consultant will be provided with key background documents and literature relevant for the 2016 CHDR.

6. Duration of the Work

The Consultant will have 25 total working days over a period of 2.5 months to deliver the

outputs that will commence in mid-December 2015.

7. Duty Station

The duty station for this assignment is in Phnom Penh. It will be mostly home-based assignment; however, the consultant is expected to be at UNDP office as required for the discussions/consultations. A more detailed timeframe will be further elaborated with the CHDR team once the consultant is selected.

8. Minimum Qualifications of the Individual Contractor

Education:	A minimum of Bachelor's Degree in Communications, Journalism, Public Relations or related fields.
Experience:	<ul style="list-style-type: none"> ▪ Minimum of 3 years experiences working in public relations, communications and/or advocacy with a multilateral or international organization, the private sector or governmental bodies; ▪ Experience working with media and conducting analysis of media content related to development issues (including print, online, social media, radio, TV); ▪ Experience in producing communications and advocacy materials for development projects/programmes; ▪ Prior work experience within UNDP or another UN agency in relevant field is an asset.
Competencies:	<ul style="list-style-type: none"> ▪ Strong analytical, research, writing and communications skills. Familiarity with relevant technologies for the production of film, print and web-based products; ▪ Excellent communication and presentation; ▪ Writing skills for higher level advocacy and communication purposes; ▪ Strong technical and practical knowledge on issues related to facilitation, advocacy, communication, and media relationships; ▪ Ability to promote knowledge management and a learning environment through excellent interpersonal relationships; ▪ Strong skills in providing substantive inputs in the area of media and communications for high level workshops and events; ▪ Knowledge management and sharing.
Language Requirement:	Strong command of written and spoken Khmer and English
Other Requirements (if any):	N/A

9. Criteria for Evaluation of Level of Technical Compliance of Individual Contractor

Technical Evaluation Criteria	Obtainable Score
Minimum of 3 years experiences working in public relations, communications and/or advocacy with a multilateral or international organization, the private sector or governmental bodies	30
Experience working with media and conducting analysis of media content related to development issues (including print, online, social media, radio, TV	30
Experience in producing communications and advocacy materials for development projects/programmes	20
Prior work experience within UNDP or another UN agency in relevant field	20
Total Obtainable Score:	100

10. Payment Milestones

The consultant will be paid on a lump sum basis under the following installments.

N	Outputs/Deliveries	Payment Schedule	Payment Amount
1	Upon satisfactory completion and submission of the media content analysis for agreed issues relevant to 2016 CHDR	3 rd week of January 2016	60%
2	Upon satisfactory completion and submission of the media monitoring report after the launch of the 2016 CHDR	3 rd week of February 2016	40%