

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE
Q-IC-136/16 – International Consultant - Communication Specialist – UNDP Iraq

Date: 17th of December 2016

Description of assignment: International Consultant as Communication Specialist Economic Reform Project;

Type of Consultancy: International Post;

Duty Station: Baghdad, Iraq with travel to and other locations as needed and advised by the project management.

Period of assignment/services: 130.5 Working Days over a period of 6 Months.

Estimated Starting Date: Early January 2017 till End of July 2017

Proposals should be submitted to the following e-mail address no later than **COB 1st of January 2017 (Baghdad Time: +3 GMT):**

IC1.undp.iq@undp.org . Please note the following:

- *It is a MUST to indicate the Procurement Notice Number in the e-mail subject line).*
- *Any request for clarification must be sent to the above e-mail address. The Procurement Unit will respond by e-mail, including an explanation of the query without identifying the source of inquiry, to identified consultants who have notified UNDP of their interest to participate. Kindly be informed that the UN P11 Form (“CV Form,” ref: Annex 2) must be completed. It is not permissible to submit a Curriculum Vitae in lieu of this form.*
- *Emails sent to the previously mentioned address shouldn’t exceed the limits of 8MB.*

1. Background

Iraq is ranked amongst the 10 most corrupt countries globally on Transparency International Corruption Index 2015. The Corruption in the public and private sectors has become a serious challenge to the government not only because it siphons funds away from development priorities, but also it has been seen as national security threat. Recent reports show linkages between the corruption in the military institutions that led indirectly to the fall of Mosul and other territories into the hands of ISIL, and consequently generated one of the largest, most complex and highly volatile humanitarian crisis in the world. Additionally, the ongoing and growing public demand to combat corruption and eliminate mismanagement of national resources has practiced unpredicted violence in some cases against the state’s institutions, in May 2016 hundreds of activists stormed Iraq's parliament which led to major escalation of a political crisis that's been brewing for months.

In response, the Prime minister set out an ambitious programme for reform in late 2015. The reform agenda constituted of many pillars in which fighting corruption is in the top of the reform list. Afterward, the Prime minister’s office PMO approached UNDP to support the government in its efforts to counter corruption by supporting the establishment of core unit of international investigators to be deployed within the Iraq integrity commission to lead and support the local investigators in high profile corruption cases and ensure full impartially. With support from UNDP regional bureau, UNDP Iraq managed in May 2016 to deploy three international experts to carry out a quick assessment to all government entities involved in fighting corruption as well as the current related rule and regulation, subsequently an MOU was signed between PMO and UNDP to provide the overall legal framework for the investigation partnership and mechanism.

In parallel with Anti-Corruption attempts, UNDP intends to support the development and implementation of Anti-corruption communication strategy to; first create national momentum against corruption as advocate the approach of overall responsibility where combating corruption is a collective efforts and responsibilities of all including the Iraqi citizens. Secondly, to change the dominant perception that the

government is completely corrupted at all levels, which further deepening that trust gap between the government and its people.

The main objective of the work of the Communications Specialist (Capacity Support) to help in developing a communication strategy and guide and mentor the government counterparts to implement it once endorsed. The Communication specialist will work with respective Communication units within the Prime Minister's office, Integrity Commission, Council of Ministers and line ministries to operationalize the developed strategy as guided by project board

2. Objective of the Assignment

The key results have an impact on building confidence of the civilian population in the anti-corruption efforts led by the government will lead eventually to restore the public trust in the government's overall system and eliminate abuse of national assets. Also to create national momentum and widespread willingness to take part in eliminating corruption.

3. Expected Outputs

3.1 Lead media outreach working closely with national, regional and international media:

- Develop communication strategy on the Anti-corruption government led efforts addressing the Iraqi citizen.
- Guide and mentor the communication teams within the Prime Minister's office, Integrity Commission, Council of Ministers and line ministries to operationalize the strategy.
- Liaising with communications focal points or communication teams in the respective government entities to coordinate and consolidate efforts.
- Promote Anti-corruption work undertaken by the government with special attention on results and impact through media outreach, using new types of media, including social media platforms and communication tools as appropriate;
- Develop, recommend and issue responses to negative press about the lack of seriousness of the Iraqi government to counter corruption, and mitigating risk to institutional reputation;

3.2 Facilitate capacity-building, knowledge-sharing and quality control with communications teams:

- Support to Government of Iraq (GoI) communications' focal points as required.
- Constructive and timely advice on inclusion of communications components in program formulations to integrate advocacy and communications strategies into all strategies of the government program.
- Provide or facilitate communications training to relevant staff and counterparts;
- Provide training to communications staff and introduce new, cost-effective digital technologies for the more rapid collection and dissemination of multimedia materials;
- Ensure quality control over Anti-Corruption related publications issued by the involved communication teams.
- Drafts regular progress reports in line with scheduled reporting deadlines, including risk framework;

4. Scope of Work

- Developing a strategic communications strategy for media (including TV, radio, newsletters, website and social media).
- Drafting content for the above-noted strategy.
- Monitor and measure the impact of the communication strategy and make adjustments accordingly;
- Support to reporting and ensure the quality of the reporting from GoI partners.
- Design and implement effective national external communications strategies aligned to corporate goals and priorities;
- Ensure that key results and relevant success stories are incorporated into strategic communications outreach.
- Conducting media monitoring of relevant news items and disseminating to relevant interlocutors (Government of Iraq, UN, international community).

5. Deliverables and outputs:

The Consultant will be responsible for producing the below deliverables. These deliverables are changeable subject to UNDP approval, in case unexpected incidents take place in the project, such as delay of the project or change of project scope, due to reasons uncontrollable by the Consultant.

Deliverables and Output	Location	Target Date	Payment % (US\$)
<p>A. Lead media outreach working closely with national, regional and international media:</p> <ol style="list-style-type: none"> 1. Develop communication strategy on the Anti-corruption government led efforts addressing the Iraqi citizen. 2. Guide and mentor the communication teams within the Prime Minister's office, Integrity Commission, Council of Ministers and line ministries to operationalize the strategy. 3. Liaising with communications focal points or communication teams in the respective government entities to coordinate and consolidate efforts. 4. Promote Anti-corruption work undertaken by the government with special attention on results and impact through media outreach, using new types of media, including social media platforms and communication tools as appropriate; 5. Develop, recommend and issue responses to negative press about the lack of seriousness of the Iraqi government to counter corruption, and mitigating risk to institutional reputation; <p>B. Facilitate capacity-building, knowledge-sharing and quality control with communications teams:</p> <ol style="list-style-type: none"> 6. Support to Government of Iraq (GoI) communications' focal points as required. 7. Constructive and timely advice on inclusion of communications components in program formulations to integrate advocacy and communications strategies into all strategies of the government program. 8. Provide or facilitate communications training to relevant staff and counterparts; 9. Provide training to communications staff and introduce new, cost-effective digital technologies for the more rapid collection and dissemination of multimedia materials; 10. Ensure quality control over Anti-Corruption related publications issued by the involved communication teams. 11. Drafts regular progress reports in line with scheduled reporting deadlines, including risk framework; 	Baghdad, Iraq with travel to other location as needed		Monthly Installment (16.66%)
TOTAL:			100%

12. Institutional Arrangements

UNDP can support the consultant in the following aspects to perform his/her works:

- Provide office facilities such as internet and access to office printers and scanners in the Duty Station within Baghdad, Iraq as required and whenever possible.
- The experts will be deployed within the Prime minister's office and will work closely with and under the leadership of PMO.
- Transportation will be provided by UNDP throughout the mission for official purposes only as guided by the security framework of the United Nations system.

13. Time and Method of payment:

- Payment shall be provided upon satisfactory completion of the deliverables outlined in the table above. Payment requests submitted by the Consultant must be certified by the supervisor(s) specified below
- Payments are to be made within 30 days from receipt of invoice.
- For each payment a certification of payment needs to be signed and approved by the direct supervisor attached to it explaining the accomplishment of the tasks.
- Payment will be in one lump sum at the end of the consultancy contract.

14. Key Performance Indicators during implementation of Services:

Overall, the Consultant's performance will be evaluated based on the following key criteria:

- Planning and Organizing skill: Identifies priority activities and assignments; allocates appropriate amount of time and resources for completing work; Foresees risks and allows for contingencies when planning; Monitors and adjusts plans and actions as necessary; Uses time efficiently.
- Communication skill: Speaks and writes clearly and effectively; Listens to others, correctly interprets messages from others and responds appropriately; Asks questions to clarify, and exhibits interest in having two-way communication; Tailors language, tone, style and format to match the audience; Demonstrates openness in sharing information and keeping people informed.
- Client Orientation skill: Considers all those to whom services are provided to be "clients" and seeks to see things from clients' point of view; Establishes and maintains productive partnerships with clients by gaining their trust and respect; Meets time line for delivery of product or services to client.
- Quality of deliveries: Professional skill required for delivering outputs will be assessed.
- Satisfactory and timely completion of tasks and submission of the deliverables within the provision of above explained deliverables and outputs.
- Upon signing of the contract, a detailed work plan will be prepared by the experts with activities, outputs and performance indicators and to be agreed with the supervisor as implementation follow ups and performance yardsticks.

15. Reporting:

- The Consultant will report directly to Economic Reform Project Manager.
- The consultant will be submitting weekly progress reports to project manager

16. Travel Plan:

No	Country / City	No of Travels	Working Days	Calendar Days
1	Baghdad, Iraq	6	21.75 Working Days per trip Total of 130.5 Working Days	30 Calendar Days/ Nights per trip Total of 180 Days/ Nights
Total Assignment			130.5 Working Days	180 Calendar Days/ Nights

17. Time Line:

- The consultancy will be based in Baghdad, Iraq for a total consultancy period of 130.5 Working days over a period of 6 Months to start by Early January 2017 till End of July 2017.
- Consultancy May include travel to other locations or to other countries as needed/ requested by the Programme Manager and upon approval of UNDP Iraq office.

18. Competencies:

Corporate Competencies:

- Demonstrates commitment to the UN's values and ethical standards;
- Promotes the mission, vision and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Treats all people fairly and with impartiality.

Functional Competencies:

- Consistently approaches work with energy and a positive, constructive attitude;
- Ability to work under pressure and to meet deadlines;
- Demonstrates excellent oral and written communication skills;
- Demonstrates openness to change and ability to manage complexities;
- Self-reliant and able to work as a part of a multi-cultural team in a stressful.

Professionalism:

- Shows pride in work and in achievements; is conscientious and efficient in meeting commitments; observing deadlines and achieving results; is motivated by professional rather than personal concerns; Shows persistence when faced with difficult problems or challenges; Remains calm in stressful situations.

Communication:

- Speaks and writes clearly and effectively; Listens to others, correctly interprets messages from others and responds appropriately; Asks questions to clarify, and exhibits interest in having two-way communication; Tailors language, tone, style and format to match the audience; Demonstrates openness in sharing information and keeping people informed.

Planning and Organizing:

- Identifies priority activities and assignments; allocates appropriate amount of time and resources for completing work; Foresees risks and allows for contingencies when planning; Monitors and adjusts plans and actions as necessary; Uses time efficiently.

Client Orientation:

- Considers all those to whom services are provided to be "clients" and seeks to see things from clients' point of view; Establishes and maintains productive partnerships with clients by gaining their trust and respect; Meets time line for delivery of product or services to client.

Teamwork:

- Works collaboratively with colleagues to achieve organisational goals; Builds consensus for task purpose and direction with team members; Supports and acts in accordance with final group decisions, even when such decisions may not entirely reflect own position.

Technological awareness:

- Keeps abreast of available technology; actively seeks to apply technology to appropriate tasks; Shows willingness to learn new technology.

19. Facilities:

- a) Office Facility:
 - UNDP will provide an appropriate office inside the International Zone in Baghdad only.
 - UNDP will provide logistical/ transportation support only inside the International Zone during this assignment.
 - The consultant is expected to bring his/her laptop with him/her.
 - Consultant is expected to come well-equipped with his/her own technological solutions (i.e. roaming mobile, personal email address).
- b) Office Supplies and Printing Facilities: UNDP will provide office supplies and printing facilities only inside the UNDP premises during this assignment.
- c) Communication Facilities: UNDP will provide access to internet only inside the UNDP Iraq/ Baghdad office premises.

20. Qualifications and Requirements:

A. Education:

- Academic degree:
Master's degree in media relations, journalism, public policy, business administration, or related area of study; or
A bachelor's degree with an additional two years of relevant experience is accepted.

B. Work Experience:

- Minimum of 5 years of proven experience at the national or international level in public relations, communications, advocacy, local governance, or a related field.
- Experience in working for the UN or other international development organisations on a similar assignment would be an asset.
- Excellent reporting and writing skills.
- Experience in the usage of computers and office software packages (MS Word, Excel, etc).

C. Language:

- Fluency in English language is a Must.
- Fluency in Arabic language is an asset.

The Consultant should provide documented examples from previous assignments of proposed personnel related to deliverables in this Terms of Reference;

21. Documents to be included when submitting the Proposal:

Interested individual consultants must submit the following documents/information to demonstrate their qualifications and interest.

A. Technical Proposal: (which will include the following):

- Signed **Template Confirmation of Interest and Submission of Financial Proposal –Annex 1 attached.**
- A **letter** explaining why he/she considers him/herself the most suitable candidate for the work.
- **Personal CV** including past experience in similar projects and **at least 3 references.**
- **UN P11 Form** ("CV Form") – **Annex 2 attached.** UNDP-Iraq reserves the right to disqualify any submissions that have omitted this form.
- A language assessment will be conducted [if needed] for the purpose of verifying influence in English;
- **Sample reports** of previous work in English.
- A brief **Methodology** on how the candidate will approach and conduct the work.

(The expert is asked in his/her offer submission in the methodologies section to bring the description of the above mentioned points in **3. Scope of Work and Expected Outputs.**)

B. Financial proposal:

The financial proposal will specify a total lump sum amount and payment terms around specific and measurable (qualitative and quantitative) deliverables. Payments are based upon output, i.e. upon delivery of the services specified in the TOR.

Financial Proposal Form, providing a breakdown of this lump sum amount (including travel, per diems) is to be provided by the offeror – ***Annex 3 attached***

Important note: the consultant is required to specify the daily fee in his proposal.

C. Travel:

All envisaged travel must be included in the financial proposal. This includes all travel to join duty station/ repatriation travel. In general, UNDP does 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 his or her own resources.

Furthermore, Individual Consultant who is at the duty station at the time of hire is ineligible for travel to join, and who remain at the duty station after contract completion is ineligible for repatriation travel

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

22. Selection Criteria:

The award of contract will be made to one individual consultant whose offer has been evaluated and determined as being:

- a) Responsive/compliant/acceptable, and
- b) Achieving the highest combined score (financial and technical).

Minimum requirements: ***(Please see Annex 4). This will be part of the technical proposal.***

1. Master's degree in media relations, journalism, public policy, business administration, or related area of study; or A bachelor's degree with an additional two years of relevant experience is accepted
2. Minimum of 5 years of proven experience at the national or international level in public relations, communications, advocacy, local governance, or a related field.
3. Experience in working for the UN or other international development organisations on a similar assignment would be an asset.
4. Willingness to obtain the required security courses as applicable through the website;
5. Subject to security requirement, consultant must pass the Safe and Secure Approaches in Field Environments (SSAFE); in case if any travel is required to Iraq.
6. The Basic Security in the Field II and Advanced Security training (Online Training) should be completed before any travel take place.
7. Failing the (SSAFE) training, it will be a cause to terminate the contract.
8. Willingness to undergo a medical exam. This applies only for consultant of 62 years of age and above where a full medical exam will be required from a UN certified doctor if selected for award of contract.
9. Ability and desire to work inside Iraq.
10. Acceptance of IC General Terms and Conditions

Only candidates obtaining a minimum of 70 points will be considered for the Financial Evaluation.

Criteria		Max. Point 100	Weight
Technical	Criteria A: relevance and responsiveness of candidate's past experience, Qualification based on submitted documents: <ul style="list-style-type: none">• A bachelor's degree with an additional two years of relevant experience. (10 points)• Master's degree in media relations, journalism, public policy, business administration, or related area of study; (10 points)	65 Points	70%

Criteria		Max. Point 100	Weight
	<ul style="list-style-type: none">Five years of relevant experience at the national or international level in public relations, communications, advocacy, local governance, or a related field. (25 points)Experience in working in multiple stakeholders that include the government, civil society, International Agencies, and international donors. (10 points)Previous experience in working in Middle East context. (10 points)		
	<p>Criteria B: relevance and responsiveness of candidate’s approach, technical proposal and submitted work plan and Methodologies:</p> <ul style="list-style-type: none">Time plan, methodology on how the consultant will conduct the required tasks. To be submitted in English. (5 points)Fluency in English-Written/ Spoken. Supported by sample of reports. (10 points)Fluency in Arabic-Written/ Spoken. Supported by sample of reports. (10 points)Extensive experience in writing analytical research reports/ project reports/consultancy reports, Supported by samples of reports; (10 points)	35 Points	
Financial	<u>Lowest Offer / Offer*100</u>		30%
Total Score = (Technical Score * 0.7 + Financial Score * 0.3)			

Weight Per Technical Competence	
5 (outstanding): 96% - 100%	The individual consultant/contractor has demonstrated an OUTSTANDING capacity for the analyzed competence.
4 (Very good): 86% - 95%	The individual consultant/contractor has demonstrated a VERY GOOD capacity for the analyzed competence.
3 (Good): 76% - 85%	The individual consultant/contractor has demonstrated a GOOD capacity for the analyzed competence.
2 (Satisfactory): 70% - 75%	The individual consultant/contractor has demonstrated a SATISFACTORY capacity for the analyzed competence.
1 (Weak): Below 70%	The individual consultant/contractor has demonstrated a WEAK capacity for the analyzed competence.

Annexes:

Annex 1 – Template Confirmation of Interest and Submission of Financial Proposal.

Annex 2 – CV Form.

Annex 3 – Price Schedule Sheet.

Annex 4 – Minimum Requirements Checklist.

Annex 5 – Individual Consultant General Terms and Conditions.