



INDIVIDUAL CONSULTANTS PROCUREMENT NOTICE

29 March 2017

References:	IC –SR-LCC
Country:	Turkey
Description of the Assignments:	Local Communications Consultant
Project:	Projects within Syrian Response Programme
Period of Assignment:	April 2017 - December 2017

*Proposal should be submitted by email to tr.ic.proposal@undp.org no later than **3 April 2017, COB**. The proposal must include the following documents and each document must be submitted as a **separate attachment**.*

- i. Personal CV, including experience in similar projects and at least 3 references*
- ii. Price Proposal Submission Form (**must be submitted in a separate attachment**)*

Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mail indicated above before 3 April 2017. UNDP 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

Please see Annex 1 (Terms of Reference).

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

Please see Annex 1 (Terms of Reference).

3 REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Please see Annex 1 (Terms of Reference).

4 DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

- A one page Letter of Interest, explaining why they are the most suitable for work
- Personal CV, including past experience in similar projects and at least 3 references

- Price Proposal Submission Form (please see section 5, below and Annex II)

5 FINANCIAL PROPOSAL

The interested individual consultants must submit their financial proposals by following the guidance and the standard template provided in Annex 2. Any deviation from the standard text may lead to disqualification.

6 EVALUATION

The evaluation will be based on cumulative analysis (i.e. technical qualifications and price proposal). The weight of the technical criteria is 70%; the weight of the financial proposal is 30%.

Candidates that obtain a minimum of 70 pts out of a maximum 100 pts will be considered for the financial evaluation.

Candidates that do not meet the minimum requirements will be disqualified.

Criteria	Weight	Maximum Points
<u>Technical</u>	70%	100 pts
General Qualifications	14%	20 pts
General Professional Experience	21%	30 pts
Specific Professional Experience	35%	50 pts
<u>Financial</u>	30%	100 pts

7 PAYMENTS

The contract to be signed between UNDP and successful candidate(s) will not entail a financial commitment from UNDP. UNDP's financial commitment will be established on an ad-hoc basis every time as services are officially requested by UNDP.

Payment terms and conditions will be specified in the specific service requests. Payment terms and conditions along with the daily fee rate (indicated in the contract) and number of days invested (not to exceed maximum number of days in the service request) will be the basis of payment to the IC. Payments will be made against submission of the deliverable(s) in the specific service requests by the IC and approval of such deliverables by UNDP.

The consultant will be paid in TRY.

The consultant shall provide IC timesheet together with the deliverables in order to proceed with the payment. Without submission of and approval of the deliverables, the IC holder shall not receive any payment even if he/she invests time for this assignment. The amount paid shall be gross and inclusive of all associated costs such as social security, pension and income tax.

Accommodation and living expenses in Ankara (Duty Station) will be borne by the consultant and must be included in the price proposal. Assignment-related travel and accommodation costs outside duty station will be borne by UNDP in line with UNDP corporate policies, rules and regulations.

8 ANNEXES

The following annexes are an integral part of this procurement notice. In case of any conflict between the provisions of the Annex III and the procurement notice and/or Annex I and/or Annex II, the provisions of Annex III are applicable.

- Annex 1: Terms of Reference
- Annex 2: Price Proposal Guideline and Template
- Annex 3: General Conditions of Contract for Individual Consultants

Annex 1: Terms of Reference

1 BACKGROUND

Recognizing the paradigm shift from humanitarian aid to development assistance and resilience building regarding the response to the impacts of the Syrian refugee crisis on host countries and communities and in line with the priorities of the Turkey Chapter of Regional Refugee and Resilience Plan (3RP), UNDP Turkey, in collaboration with national and local authorities and partners, has increasingly been involved in resilience building programmes in the border provinces that host high Syrian refugee population in Southeast Anatolia Region.

UNDP Turkey Office currently implements three projects on Syrian refugees and host communities through resilience based development approach in line with Turkey Chapter of Regional Refugee and Resilience Plan (3RP) in the context of its Syrian Crisis Response Programme:

- *Mitigating the Impact of Syrian Crisis on Host Communities in Southeastern Anatolia Region*
- *The Strengthening Social stability in Southeast Turkey Project*
- *Support to Adaptation of Syrian Women Living in Southeast Anatolia to Social and Economic Life*

2 OBJECTIVE AND SCOPE

The objective of this assignment is to ensure raising awareness on various projects under the scope of the Syrian Crisis Response Programme through implementing various communication activities of the projects.

The IC will work on a framework contract basis. Specific expectations from the IC will be articulated in the service requests to be made by UNDP during the course of the contract.

3 DUTIES AND RESPONSIBILITIES OF IC

A Local Communications Consultant will be mobilized within the scope of the assignment that is expected to include the following tasks in line with the UNDP corporate communications policy as well as communication policies/guidelines of the donors;

- Prepare and coordinate the design and content of electronic and printed visibility and advocacy materials including brochure, poster, booklet, animations, short videos etc.
- Prepare and design infographics versions for the successful communication of the project purpose and concepts.
- When required, prepare/write periodical press releases, human stories, photo stories and articles to be shared with media and related web sites.
- Prepare programme specific national and local media contact database and update regularly.
- Supporting the organization of press/visibility events with production of relevant visibility and communication materials.
- Drafting key messages and content for related projects for social media.
- Prepare/design monthly communication reports of the projects upon request.
- Provide content relating to the project to UNDP's web site, e-bulletin and podcast.
- Work in close collaboration with UNDP Syrian Crisis Response Programme Manager and project managers/staff to ensure full compliance with the projects priorities.

- Providing technical support to UNDP Turkey CO communication activities when requested through Service Requests by ARR Programme

4 INSTITUTIONAL ARRANGEMENTS

The IC will report to the Syrian Crisis Response Programme Manager at UNDP. The incumbent will need to be in direct and continuous contact with the Syrian Crisis Response Programme Manager and/or project managers during the fulfillment of her/his duties. When needed, UNDP CO Turkey in Ankara will provide an office space for the incumbent. Nevertheless, UNDP will not provide any equipment to for the incumbent carry out tasks requested. UNDP will provide him/her all relevant background documents.

5 EXPECTED OUTPUTS AND DELIVERABLES

The Assignment will include interim and final deliverables, which will be defined in the specific service requests to be made by UNDP to the IC.

The expected deliverables will include but not be limited to number of press releases, articles and stories, media coverage report, press events report, content, design and printed version of publications and printed materials, content for the web site, e-bulletin, videos, infographics, etc.

6 DURATION OF WORK

The IC is expected to invest maximum 100 days in total to provide the deliverables to be specified in service requests. The assignments are expected to be launched in April 2017 and be completed by the end of December 2017.

7 REQUIRED QUALIFICATIONS

The required qualifications and/or experience are presented below:

General Qualifications	General Professional Experience	Specific Professional Experience
<ul style="list-style-type: none"> • University Degree in communications, design, public relations or relevant field is required • Fluency in English and in Turkish is required • Advanced knowledge of design software is required • Master level degree is an asset 	<ul style="list-style-type: none"> • A minimum of 1 year of professional experience is required • Working experience with international organizations is asset 	<ul style="list-style-type: none"> • Specific experience in design of communication and visibility materials in various forms is required • Specific experience in public relations and social media communication is required • Specific experience in development and Syrian Crisis related works is an asset. • Working knowledge of UN system is an asset • Demonstrated DSLR skills is an asset

Reporting Line

The Consultant will report to Syrian Crisis Response Programme Manager and will work in close cooperation with Project Managers and/or project staff.

Reporting Language

The reporting language is Turkish and English.

Title Rights

The title rights, copyrights and all other rights whatsoever nature in any material produced under the provisions of this TOR will be vested exclusively in UNDP.

8 DUTY STATION

Place of work for the assignment is Ankara. If required, travel related costs (incl. economy class transportation and BB accommodation) outside of Ankara will be borne by UNDP in line with UNDP's corporate rules and regulations.

Annex II: Price Proposal Guideline and Template

The prospective IC should take the following explanations into account during submission of his/her price proposal.

- You are asked to propose your professional **daily fee rate**, which will be multiplied by the number of working/days indicated in the Terms of Reference to establish the **total contract amount**.
- The fee rate should be indicated in Turkish Lira (TRY)
- The fee rate should be indicated in gross terms and hence should be inclusive of costs related to tax, social security premium, pension, visa (if needed) etc.
- UNDP will not make any further clarification on costs related to tax, social security premium, pension, visa etc. It is the applicants' responsibility to make necessary inquiries on these matters.
- The payments to be made will be calculated on the actual number of working/days to be invested and reported (through timesheets) by the consultant for fulfillment/delivery of corresponding activities/deliverables. The number of working/days to be reported by the consultant cannot be more than the number of working/days, indicated in the service request allocated for the fulfillment/delivery of corresponding activities/deliverables.
- If required, travel related costs (incl. economy class transportation and BB accommodation) outside of Ankara will be borne by UNDP in line with UNDP's corporate rules and regulations.
- Once proposed and accepted, **the fee rate cannot be changed**.
- Please (a) copy the below text into a word processor, (b) indicate your daily fee rate as explained above, (c) do not change any part of the standard text (changing the standard text may lead to disqualification), (d) sign the document, (e) scan the signed version of the price proposal, and (f) send it as an attachment back to UNDP by replying to this email.

Price Proposal Submission Form

To: United Nations Development Program

Ref: IC – IC –SR-LCC

Dear Sir / Madam,

I, the undersigned, offer to provide professional consulting services to UNDP within the scope of the referred Assignment.

Having examined, understood and agreed to the Procurement Notice and its annexes, the receipt of which are hereby duly acknowledged, I, the undersigned, offer to deliver professional services, in conformity with Annex I (Terms of Reference) of the Procurement Notice.

Please consider my application within the scope of

IC for Local Communications Consultant (Ref: IC – IC –SR-LCC)

My daily consultancy fee rate is: _____ TRY

I understand that

- My daily fee rate will be multiplied by the applicable number of units to establish the contract amount.
- My services will be received *on a framework basis* and that signature of a contract would *not* establish a financial commitment from UNDP.
- The number of working/days indicated in the service requests, allocated for each payment/deliverable is the *maximum* number of working days, and I agree to fulfill/deliver the relevant activities/deliverables at most within those maximum amounts of working/days.

I confirm that the price (daily fee rate) that I quote is **gross**, and is inclusive of all legal expenses, including but not limited to social security, income tax, pension, visa etc., which shall be required applicable laws.

I agree that my proposal shall remain binding upon me for 30 days.

I understand that you are not bound to accept any proposal you may receive.

[Signature]

Date:

Name:

Address:

Telephone/Fax: