

Terms of Reference

Communications and Media Consultant
OHCHR Regional Office for Southern Africa

Department: Office of the United Nations High Commissioner for Human Rights

Type of Assignment – Communications and Media Consultant

Type of contract - Individual Consultant

Location: Pretoria, South Africa

Duration: 11 weeks from signing of the contract until 14 December 2018

Estimated Starting date - 8 October 2018

Payment schedule -

DESCRIPTION	% PAYABLE
Upon finalization of the concept note, the communications strategy and the events planning strategy	30%
Upon submission and approval of Finalized deliverables indicated in Point 4 of these Terms of references	70%

Background

10 December 2018 is the 70th Anniversary of the Universal Declaration of Human Rights and the Office of the United Nations High Commissioner for Human Rights is collaborating with the Government of South Africa and civil society organizations to commemorate this important anniversary year which coincides with the Nelson Mandela and Albertina Sisulu centenaries as well as the 22nd anniversary of South Africa's Constitution which was signed into law on 10 December 1996.

The 70th anniversary of the UDHR (UDHR70) presents an opportunity to celebrate human rights achievements, address challenges in achieving human rights for all, and encourage new constituencies and audiences to join the human rights movement. In South Africa, it is an opportunity to commemorate the 70th Anniversary by reflecting on how the UDHR has changed and advanced the human rights landscape in South Africa, including through Nelson Mandela and Albertina Sisulu's centenary and legacy, and the signing of the Constitution into law on 10 December 1996. In this regard, a series of commemorative events which will culminate on International Human Rights Day on 10 December which includes the organisation of a high level panel will bring together a wide array of stakeholders in an interactive conversation on what the Universal Declaration of Human Rights means to South Africa as it also celebrates the centenary of its founding father, Nelson Mandela and the mother of the nation, Albertina Sisulu.

Duties and responsibilities

The national consultant will report to the Head of the Regional Office of the United Nations High Commissioner for Human Rights for Southern Africa and the Senior Seven Decades

Campaign Manager. He/she will support the Office in the organization of the 2018 campaign to commemorate the UDHR70 and its convergence with the Nelson Mandela and Albertina Sisulu centenaries in South Africa. This will focus in particular on:

- Finalizing the concept note for the commemoration in consultation with key partners.
- Organizing and supporting commemorative events, including event management and logistics.
- Supporting UNCTs in southern Africa with the commemoration of UDHR70.
- Increasing the visibility and awareness of the planned events including through a communication strategy and the use of social and print media.
- Preparing communication materials, thought pieces and other knowledge outputs.
- Coordinating media engagements with local partners.
- Enhancing the brand recognition of UDHR70, organizing the production of promotional materials and exhibitions.
- Identify and secure engagement with local human rights icons (i.e. NGO leaders, activists, celebrities, advocates, etc.) to feature in social media postings.
- Liaising with UN partners, Government departments, national institutions, civil society, esteemed leaders, diplomatic community, media houses, etc.
- Act as OHCHR communications/media liaison in South Africa.

Deliverables

- Finalized concept note for the UDHR70 commemoration in South Africa.
- Finalized communications plan and events management plan for the UDHR70 commemoration in South Africa in coordination with partners and local stakeholders.
- Inputs provided to UNCTs on the commemoration of UDHR70.
- Events commemorating the UDHR70 organized.
- Individuals secured for social media campaign
- Production of public information materials, press releases, web content, social media content, and human-interest stories.
- Organization media interviews, media placements, OpEds, photography and video recordings.
- Report and short video summarizing key events, outcomes and recommendations.

Qualifications

Academic qualifications: Postgraduate university degree in journalism, public relations, marketing, communications or related field. A first-level university degree in combination with qualifying experience may be accepted in lieu of the advanced university degree.

Experience: Minimum of seven years of professional experience in journalism, communications, public relations or events planning. Professional experience in outreach, communications, media relations in South Africa and proven ability to produce communication materials for different audiences. Ability to integrate gender perspectives into various

assignments, ensuring the equal participation of men and women in all areas of work. Sound judgement in applying expertise to complex or sensitive issues. Demonstrated planning and organizational skills as well as interpersonal skills.

Language: fluency in English, excellent writing skills in English (spoken, written, public speaking and presentation), knowledge of other United Nations languages or local South African languages would be an asset.

Competencies

Professionalism: Very good research and analytical skills. Ability to plan, execute and monitor public communication campaigns/events, message targeting, impact evaluation. Ability to research and analyze issues and topics related to current events. Ability to draft and compile a variety of written communication products in a clear and concise style. Ability to interact with the public to build and maintain effective relationships. Shows pride in work and in achievement; demonstrates professional competence and mastery of subject matter; 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. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.

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 audience; demonstrates openness in sharing information and keeping people informed.

Planning and organizing: Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; 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.

Teamwork: works collaboratively with colleagues to achieve organizational goals; solicits inputs by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with the final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.

Core United Nations values

Professionalism: demonstrates professional competence and expert knowledge of the pertinent substantive areas of work.

Integrity: demonstrates the values of UN; acts without consideration of personal gain; resists undue political pressure; stands by decisions in the organization's interest; does not abuse power or authority; takes prompt action in cases of unprofessional or unethical behavior.

Respect for diversity: works effectively with people from all backgrounds; treats all people with dignity and respect; treat men and women equally; shows respect for diverse points of view; examines own biases and behaviours; does not discriminate against any individual or group.

Application closing date: 30 September 2018

Application procedure: Applications should include an updated CV and letter of motivation to be sent to: procurement.za@undp.org with subject: "Ref – 49944 Communications and Media Consultant"