Terms of Reference
Consultancy for the Biodiversity and Ecosystem Services Network (BES-Net): BES-Net Communication and Outreach Technical Support Officer

<table>
<thead>
<tr>
<th>Position title:</th>
<th>UNDP</th>
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<tbody>
<tr>
<td>Location:</td>
<td>Nairobi</td>
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<tr>
<td>Type of contract:</td>
<td>Individual Contractor</td>
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<td>Post Level:</td>
<td>National Consultant</td>
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<tr>
<td>Department/office:</td>
<td>UNDP Global Policy Centre on Resilient Ecosystems and Desertification (GC-RED)</td>
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<tr>
<td>Languages required:</td>
<td>English</td>
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<tr>
<td>Starting Date:</td>
<td>24 October 2019</td>
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<td>Duration of Initial Contract:</td>
<td>174 days over 14.5 months or up to 31 December 2020</td>
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BACKGROUND INFORMATION

The Biodiversity and Ecosystem Services Network (BES-Net) is a capacity sharing “network of networks” that promotes dialogue between science, policy and practice for more effective management of biodiversity and ecosystems, contributing to long-term human well-being and sustainable development.

BES-Net complements and contributes to the capacity building work of the Intergovernmental Platform for Biodiversity and Ecosystem Services (IPBES) by aligning its activities with the IPBES global assessment themes and applying the related IPBES guidance documents. In implementing its mandate, BES-Net follows an inclusive approach, collaborates with Multilateral Environmental Agreements, and draws on the support of other partner organizations.

The BES-Net initiative is carried out through three inter-linked activities:

- **Face-to-face capacity building support through Trialogues:** Trialogues bring together BES-Net’s three target communities of science, policy and practice for face-to-face dialogues. Fostering mutual learning, inter-cultural understanding and inter-institutional coordination on specific policy-relevant questions at the national and regional levels, Trialogues strengthen the interface between these communities, and enhance national capacity to integrate scientific findings into policy, decision-making and on-the-ground practices.

- **National Ecosystem Assessments (NEA):** BES-Net supports the development of capacity in selected countries to conduct NEAs, complementing the global assessment being undertaken by IPBES. Leveraging the expertise of the Sub-Global Assessment Network (SGAN), the NEA process encompasses not only the production of national assessment reports but also the development of a set of policy support tools to integrate assessment findings into decision-making.
Online Platforms for networking: The BES-Net web portal provides a comprehensive knowledge resource library on biodiversity and ecosystems services, and a rich database of organizations and experts working on the IPBES thematic assessment areas. The latest news and updates from BES-Net and its network partners are circulated via social media channels and disseminated through bi-monthly e-newsletters.

BES-Net is hosted by the United Nations Development Programme overall, under the Global Policy Center on Resilient Ecosystems and Desertification (GC-RED) based in Nairobi, while the UN Environment World Conservation Monitoring Centre coordinates and manages NEA at global level.

DUTIES AND RESPONSIBILITIES

The purpose of this position is to support in managing all aspects related to the online communication and outreach activities of BES-Net. More specifically the scope of work entails the following:

1. Support BES-Net communication, knowledge management and networking efforts on a daily basis, and their monitoring and reporting:
   • Expand and update the BES-Net web portal contents regularly (e.g. news updates, BES resources, events, job/internship information, forums and working groups, etc.) in close coordination with other BES-Net team members and based on regular monitoring of the network partner websites;
   • Regularly produce and deliver compelling written and visual contents for the BES-Net social media accounts and tools (i.e. Facebook, Twitter, YouTube, LinkedIn, Vimeo);
   • Support for the development, formatting and circulation of the bi-monthly newsletter through the dedicated BES-Net web portal tools;
   • Facilitate collaboration and networking activities within the web portal;
   • Generate monthly analytics on the BES-Net web portal and social media channels and provide biannual comprehensive statistical reports in correspondence with the set of indicators for project monitoring; and
   • Provide inputs on the amendments of existing BES-Net communication products and development of new resources.

2. Liaise with the web-developers on the improvement and maintenance of the web portal:
   • Liaise with the web developers, designers and the BES-Net team to ensure that the web development works are conducted as per the agreed work plan in a timely manner;
   • Review the improved web portal content regularly and report technical issues, if any; and
   • Liaise with BES-Net partners and web portal users to solicit feedback and inform future web portal improvement works, etc.

3. Administer and monitor the web-portal activities:
   • Oversee the posting of contents and development of new functionality on the web portal as per the web portal management protocols;
   • Ensure the regular security updates and provide regular monitoring and troubleshooting support of the portal in close coordination with the web hosting company;
   • Maintain the BES-Net partners and web portal users/experts database up-to-date;
   • Respond to users’ inquiries and requests and develop/update guidance documents for users;
   • Suggest areas of future web portal improvements such as layout, design and navigation, to enhance accessibility, user-friendliness, content quality, ease of maintenance/update and information retrieval;
   • Propose updates on the overall BES-Net Communication and Stakeholders Engagement Strategy based on changing the technical landscape and user needs;
• Provide the BES-Net team members with training support on the use of the portal and social media channels on a need basis; and
• Manage/monitor BES-Net related email accounts administrator’s’ rights and use regularly.

4. Others
• BES-Net database management support; and
• Administrative and project management support (supporting procurement and reporting processes)

EXPECTED OUTPUTS AND PAYMENT SCHEDULE

Payments shall be made monthly for the number of days worked and based on the agreed daily fee upon satisfactory submission of monthly activity reports, articulating the results and progress of the deliverables as listed in these Terms of Reference. GC-RED does not warrant the maximum days.

• BES-Net web portal key contents be updated on a daily basis (an average of 5 events/vacancy posts and 10 library resources posting per week); e-newsletters issued on bimonthly basis; and all BES-Net and partner news highlights disseminated widely on daily basis (an average of 3 posts through each BES-Net social media channels per day) (89 days until 31 December 2020)
• BES-Net web portal design, structure, formats, functioning regularly updated and improved as per the web standards and trends and trouble-shooting completed on a timely manner in close liaison with the web-development firm (40 days until 31 December 2020)
• Monthly BES-Net web portal and social media activities/performance monitoring reports with recommendations on the improvement (25 days until 31 December 2020)
• BES-Net users, partners and online library database regularly updated with assurance of the content quality (supporting procurement and reporting processes) (20 days until 31 December 2020)

INSTITUTIONAL ARRANGEMENT

The Contractor will work under the supervision of the BES-Net Project Manager and in close consultation and collaboration with the BES-Net Project Coordinator and other team members. The assignment is to be carried out in Nairobi, Kenya.

COMPETENCIES

Technical competencies:
• Strong technical knowledge of online communication, networking and collaboration tools
• Ability to review natural, social and economic scientific literature and other sources of information and to analyse it to produce high-quality documents understandable by all

Functional competencies:
• Planning and Organizing
  ✓ Allocates the appropriate amount of time and resources for completing work
  ✓ Uses time efficiently
  ✓ Monitors and adjusts plans and actions as necessary
• Creativity
  ✓ Offers new and different solutions to solve problems or meet clients’ needs
✓ Takes calculated risks on new and unusual ideas, thinks outside the box
✓ Takes an interest in new ideas and new ways of doing things

- Communication
  ✓ Ability to write clear reports
  ✓ Ability to engage diplomacy with various stakeholders
  ✓ Proven networking and outreach skills in multi-stakeholder environments
  ✓ Competence in online communication

REQUIRED SKILLS AND EXPERIENCE

Education:
- An advanced university degree (Master’s degree or equivalent) in communications, journalism, ICT, environment or other related areas is required; or
- A first-level university degree (Bachelor’s Degree) in communications, journalism, ICT, environment or other related areas with a combination of additional years of qualifying experience may be accepted in lieu of the advanced university degree.

Experience:
- A minimum of three (3) year (with Master’s Degree), or a minimum of five (5) years (with Bachelor’s Degree) of progressively responsible work experiences at regional or international level in a field related to these Terms of Reference
- Experience in developing compelling online communication/PR contents and messages, including social media channels
- Demonstrated previous practical experiences and knowledge in biodiversity and ecosystem services fields
- Advanced knowledge of ICT and use of content management system
- Previous experience with the UNDP and/or other multilateral, bilateral organizations and international civil society development partners is considered an asset

Language:
- Fluency in both written and oral English.

CRITERIA FOR SELECTION OF THE BEST OFFER

Individual consultants will be evaluated based on a cumulative analysis taking into consideration the combination of the applicant's qualifications and financial proposal. The contract will be awarded to the individual consultant whose offer has been evaluated and determined as:
- Responsive/compliant/acceptable; and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Only those candidates who obtained at least 70% of points in each step of the process technical (CV/P11 desk reviews) will be considered for financial proposal evaluation.

Technical Criteria (70% of total evaluation; maximum 70 points):
- Demonstrated academic qualification (Max. 5);
- Demonstrated responsible work experience in relevant fields (Max. 15);
- Demonstrated experience in online communication/PR including social media (Max 20)
- Practical experience/knowledge in biodiversity and ecosystem services fields (Max. 10)
- Advanced knowledge of ICT and use of content management system (Max. 10)
- Past experience with UNDP and/or other relevant organizations (Max. 5)
- Fluency in both written and oral English (Max. 5)

Financial Criteria (30% of total evaluation; maximum 30 points)

APPLICATION PROCEDURES

Should you be interested and decide to submit an offer for this assignment, kindly send the following no later than Thursday 24th October 2019 at 11:59 pm Kenyan time:

1. CV indicating all relevant past experiences and the contact details of at least three (3) professional referees;
2. A brief cover write-up explaining why you are the most suitable for the advertised position and describing a methodology on how they will approach and complete the assignment; and
3. Financial Proposal that indicates the daily rate/fee of the candidate in Kenya Shillings, using the Offeror’s letter to UNDP confirming interest and availability

Incomplete applications will be disqualified automatically. All applications must be submitted through the UNDP eTendering portal.

- If already registered, please go to https://etendering.partneragencies.org and sign in using your username and password, and search for the event:
  Business Unit: KEN10
  Event ID: 0000004612
- If you do not remember your password, please use the “Forgotten password” link. Do not create a new profile.
- If you have never registered in the system before, please complete a one-time registration process first by visiting https://etendering.partneragencies.org and using the below generic credentials:
  Username: event.guest
  Password: why2change

Detailed user guide on how to register in the system and submit the proposal can be found at: http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/

Email submission of applications will not be accepted. Queries about the position can be directed to bids.gpcnairobi@undp.org.