

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 30 October 2019

Post Title:	Communications and Outreach Expert
National or International Consultants:	International
Duration:	6 months from contract signature (60 working days)
Location:	Home based
Project:	“Arab Youth Arts & Music Initiative” (AYAMI)
Requisition Number:	
Is this a LTA (yes/no):	No

Background

The “Arab Youth Arts & Music Initiative” (AYAMI) has been conceived by the UNDP Regional Programme for Arab States with the overall objective to raise awareness on the 2030 Agenda and the Sustainable Development Goals (SDGs) among children and youth, and to prepare them for being the custodians of sustainable development.

The initiative places art and music at its core, as powerful tools to communicate messages and engage with people and communities. The Arabic language is also a key for the success of this initiative as it has the potential to take the SDGs message to every school and home, ensuring that no one is left behind.

The initiative is structured around two specific objectives, which correspond to two sequential streams of work with different time horizons:

- 1) Creating a momentum for SDGs promotion and advocacy in the Arab Region through the production of a multimedia product. It has an indicative timeframe of around 12 months.**
- 2) As this stream of work yields results, a fully-fledged regional initiative will be designed to design and implement a region-wide advocacy and awareness campaign for achieving the 2030 agenda through engagement of children and youth in the schools.**

The first and initiating phase of AYAMI will be centered around the production and promotion of an SDGs multimedia product, namely a song with video-clip. This choice is based on the fact that music can carry and transmit messages in a very powerful way and is a very appealing format for younger generations, including children and youth.

AYAMI will implement its first phase in 2019, with the aim to develop a high-quality product with very high outreach potential, which will be ensured through: Recruiting a music composer and music production company, engagement of 1-2 lead singers and 7-10 young talented singers to perform the song, and the development of a video clip.

A communications strategy will be implemented to promote and launch the multimedia product in the Arab region through media and social media channels – including the possible screening during The Voice Kids show.

DESCRIPTION OF THE ACTIVITIES

The expert will be expected to deliver the following outputs during the duration of the consultancy:

- Determine the **communication requirements** (and toolkit) that must be met to support the goals of AYAMI initiative components and target audience;
- Identify and detail approaches for fulfilling AYAMI's communication requirements in a comprehensive and coordinated **strategy**;
- Prepare a complete **implementation plan** for the approved strategy;
- Propose the use of various types of **media products**, in print, broadcast, social media and other tools, that can be related to the main themes
- Devise and implement a media monitoring and evaluation plan including a media and online tracker;
- Collaborate with the AYAMI team to create, organize, record and post content for all social platforms;
- Develop texts for the press kit, media releases or other materials as needed;
- Plan and oversee the implementation of the song's dissemination events (media relations, media coverage, press releases);
- Maintain all communications with the media across several Arab countries (TV, print, Online, Radio) and also international media (if needed);
- Ensure coverage of the launch in the following outlets:
 - Regional satellite television
 - Regional newspapers and magazines
 - National / sub-regional newspapers and magazines
 - Online news outlets
 - Social media (Facebook, twitter)
- To identify potential partners and stakeholders for phase 2 of the initiative

SCOPE OF WORK AND DELIVERABLES

Under the guidance of AYAMI team, the Expert will be expected to:

Deliverables/ Outputs	Target Due Dates	Review and Approvals Required
<p><u>Deliverable 1:</u></p> <p>-Develop a comprehensive communication strategy and further outreach covering:</p> <ul style="list-style-type: none">○ Identification of principal target audience.○ Identification of the communication objectives for each audience segment.○ Advice on the appropriate channels to reach the audience segments.○ Advice the communications tools/ activities and products required for successful implementation of the strategy including: <p>- Propose a Social Media Strategy</p>	1 month from the start of contract	Project Management Specialist (AYAMI)
<p><u>Deliverable 2:</u></p> <ul style="list-style-type: none">• Prepare a complete implementation plan for the approved strategy;	2 months from the start of contract	Project Management Specialist (AYAMI)
<p><u>Deliverable 3:</u></p> <ul style="list-style-type: none">• Ensure coverage of the launch in the following outlets:<ul style="list-style-type: none">▪ Regional satellite television▪ Regional newspapers and magazines▪ National / sub-regional newspapers and magazines▪ Online news outlets▪ Social media (Facebook, twitter) 3 to 4 times per week	6 months from the start of contract	Project Management Specialist (AYAMI)

INSTITUTIONAL ARRANGEMENT

- The individual is required to exhibit his or her commitment to this assignment with UNDP-RBAS;
- S/He shall perform tasks under the general guidance of the Project Management Specialist (AYAMI). The supervision will include approvals/acceptance of the outputs as identified in previous sections;
- The consultant is required to maintain close communication with AYAMI team members in Beirut.

- The individual is expected to liaise and collaborate in the course of performing the work with other consultants, suppliers and UN colleagues;
- The individual is required to maintain close communication with the UNDP-RBAS on regular and needed basis at any period throughout the assignment in order to monitor progress. In the event of any delay, s/he will inform UNDP promptly so that decisions and remedial action may be taken accordingly. Delays that would affect the flow of the collaborative work and the delivery of outputs on schedule will lead to termination of contract; and
- Should UNDP deem it necessary, it reserves the right to commission additional inputs, reviews or revisions, as needed to ensure the quality and relevance of the work.

- **Duration of the Work**

The duration of the contract is of 6 months from the start of contract (60 working days). The work is expected to start upon contract signature.

- ***Duty Station***

The Consultant will be home-based.

- **Qualifications of the Successful Individual Contractor**

1. Education:

- a) Bachelor's Degree in communication, Marketing, Journalism or related fields

2. Work Experience:

- a) A minimum of 05 years of experience in communication needs analysis and strategic design, managing communication campaigns in several Arab countries
- b) A well-established track record in mass communication/public relations/advertising/marketing across the Arab region
- c) Experience in blogging or journalism is preferable

3. Languages:

- a) Fluency in spoken and written English and Arabic is a must; knowledge of French will be a strong plus.

4. Key Competencies:

o *Corporate*

- Demonstrates integrity and fairness, by modeling the UN/UNDP's values and ethical standards;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

o *Functional*

- Time management and organizational skills, with the ability to undertake multiple tasks and deliver under pressure;
- Strong analytical and synthesis skills;
- Ability to work independently and achieve quality results with limited supervision and within tight schedules;
- Experience in reports production;
- Ability to write in a clear and concise manner;
- Good teamwork and interpersonal skills;
- Flexibility and ability to handle multiple tasks and work under pressure;
- Excellent computer skills especially Word, Excel and Power Point.

SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENTS

All proposals must be expressed in a lump sum amount. This amount must be “all-inclusive”. Please note that the terms “all-inclusive” implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred are already factored into the final amounts submitted in the proposal.

The contractor will be paid an all-inclusive Deliverables/Outputs based lump sum amounts over the assignment period, subject to the submission of Certification of Payment (CoP) duly certified and confirmation of satisfactory performance of achieved work (deliverables/outputs) in line with the schedule of payments table hereunder:

Milestone	Estimated Due Date	Payment
Milestone 1: Develop a comprehensive communication strategy and further outreach covering:	05 January 2020	30% Upon Satisfactory Completion of Deliverable 1
Milestone 2: Prepare a complete implementation plan for the approved strategy	05 February 2020	40% Upon Satisfactory Completion of Deliverable 2
Milestone 3: Ensure coverage of the launch in the following outlets	05 June 2020	30% Upon Satisfactory Completion of Deliverable 3

Interested individual consultants must submit the following documents/information to demonstrate their qualifications. Candidates that fail to submit the required information will not be considered.

- a) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- b) **Personal CV or P11**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- c) **Brief Description** of why you consider yourself as the most suitable candidate for this assignment;
- d) **One sample of work (related to Communication strategy)** that shows the candidate's competence to undertake this assignment .
- e) **Financial Proposal** that indicates the all-inclusive total contract price, supported by a breakdown of costs, as per template provided. The terms "all-inclusive" implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred are already factored into the final amounts submitted in the proposal. If an Offeror is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the Offeror must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

Interested candidates shall submit above documents to the Job Advertisement Website:

https://jobs.undp.org/cj_view_jobs.cfm as one document not later than 13 November 2019.

Interested candidates can find Procurement notice, letter of confirmation of interest and availability and P11 <http://procurement-notices.undp.org/>

- f) **Please do not submit financial proposal in this stage. Financial proposal shall be requested from Candidates who are considered technically responsive**

CRITERIA FOR SELECTION OF THE BEST OFFERS

Combined Scoring method – where the qualifications and methodology will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%.

Individual consultants will be evaluated based on the following methodologies:

Step I: Screening and desk review:

Individual consultants will be evaluated based on the following methodology.

Applications will be first screened and only candidates meeting the following minimum requirements will progress to the pool for shortlisting:

- Bachelor's Degree in communication, Marketing, Journalism or related
- 5 Years of experience working on communication/media strategies for new project

Step II: Technical evaluation Criteria max 100 points (Weighted 70):

Criteria	Weight	Max. Point
<u>Technical Competence</u>	70%	100
• Criteria A: Bachelor's Degree in communication, Marketing, Journalism or related fields		20
• Criteria B: Proven experience of working on communication/media strategies for new projects/initiatives with minimum of 5 years		35
• Criteria C: Quality and innovation of samples shared		35
• Criteria D: Fluency in spoken and written English and Arabic		10
<u>Financial (Lower Offer/Offer*100)</u>	30%	100
<u>Total Score</u>	Technical Score * 0.7 + Financial Score * 0.3	

Step II: Financial Criteria - 30% of total evaluation

For those offers considered in the financial evaluation, the lowest price offer will receive 30 points. The other offers will receive points in relation to the lowest offer, based on the following formula: $(PI / P_n) * 30$ where P_n is the financial offer being evaluated and PI is the lowest financial offer received.

The final evaluation will combine the scores of the desk review and the financial proposal with the following weights assigned to each:

Individual consultants will be evaluated based on the **cumulative analysis** methodology (weighted scoring method), where the award of the contract will be made 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 technical and financial criteria specific to the solicitation.

Technical Criteria weight: [70%]

Financial Criteria weight: [30%]

Only Individual Consultants obtaining a minimum of 49 points (70%) on the Technical evaluation would be considered for the Financial Evaluation.