|  |
| --- |
| **Framework Agreement for Communications Consultant for the Biodiversity Finance Initiative - BIOFIN** |
| **Location:** | Home-based with mission travel  |
| **Type of Contract:** | Individual Contract as Framework Agreement |
| **Level:** | International Consultant |
| **Languages Required:** | English |
| **Starting Date:** | 1 March 2020  |
| **Expected Duration of Assignment:** | Up to 3 years (Max.519 working days) depending on demand for services and performance |
| **Supervisor:** | BIOFIN Project Manager |

**Context**

In recent decades, biodiversity finance tools and solutions have demonstrated their importance for achieving biodiversity goals and broader sustainable development objectives. Improved choice, design and implementation of effective, well-tailored finance solutions will strengthen countries’ chances of achieving national and global biodiversity targets.

The Biodiversity Finance Initiative – BIOFIN – was developed to provide a comprehensive methodology for governments to: 1) review the existing policy context, 2) measure expenditure levels for biodiversity, 3) calculate future financial needs and 4) design strategic plans to deploy the right mix of finance solutions, tailored to the country context. The methodology has been conducted in 35 countries to date, with many now having reached the implementation stage.

BIOFIN is supported by the Governments of Germany, Flanders, Norway, Switzerland and the European Union. The initiative is part of UNDP’s Global Environmental Finance (UNDP-GEF) unit, hosted by the Ecosystems and Biodiversity (EBD) cluster under UNDP’s Bureau for Policy and Programme Support (BPPS).

BIOFIN’s first phase (2012-2018) enabled full assessments and initial implementation of finance plan elements in target countries. Based on lessons learned, a new and comprehensive version of the [BIOFIN Methodology](http://www.biodiversityfinance.net/sites/default/files/content/publications/undp-biofin-web_0.pdf) was developed. Significant scaling up of finance solutions is required in all countries to address the biodiversity finance challenge.

BIOFIN’s second phase (2018 – 2022) focuses mainly on the implementation of prioritised finance solutions while also allowing additional countries to undertake the initial assessments and create the finance plan. See [www.biodiversityfinance.org](http://www.biodiversityfinance.org/) for further information.

UNDP-BIOFIN is seeking a Communications Expert to develop and support the implementation of communication strategies for BIOFIN at global and national levels, such as through the development of various communication products and the preparation of, and participation in, national and international events.

**Description of Responsibilities**

The Consultant will be home-based, working under the supervision of the BIOFIN Project Manager, with limited missions to regional/global meetings and UN offices. The Consultant will work with the global BIOFIN team, as well as, national BIOFIN teams as applicable, pilot BIOFIN and donor country governments, other international/multi-lateral organisations, and contractors on the following:

* Update the global communications strategy for BIOFIN in line with visibility guidelines of UNDP and BIOFIN donors, and including key BIOFIN messages;
* Update the communications and advocacy toolkit to be used by national level BIOFIN teams in developing and implementing communication strategies at their level (templates, standardised messages, branding guidelines, “Dos-and-Don’ts”, tips to web-designers, policy advocacy guidelines etc.);
* Lead the development of specific communication strategies and their implementation during BIOFIN’s events, as well as, other related strategical events;
* Upon request and according to demand, guide and support the development of communication strategies for BIOFIN at national level in the 35 BIOFIN countries and support this process at regional and national meetings;
* Develop and/or update communications products such as banners, factsheets, news articles, case studies, press releases, infographics, newsletters, website pages and articles, videos, interviews, podcasts and other media products as required for the BIOFIN project and in collaboration with the projects’ global teams, designers and website moderators;
* Support communications to BIOFIN stakeholders using the BIOFIN Mailing lists, and support the systematic update of the BIOFIN mailing list;
* Support BIOFIN country teams to write a news item for the BIOFIN websites at least twice a month;
* Develop UNDP-BIOFIN press kits and assist with the facilitation of media at international events;
* Advise BIOFIN country teams and the global team on all media related aspects;
* Editing of communication materials prepared by BIOFIN national teams and the global team;
* Develop templates/layout with a common identity for BIOFIN presentations, publications and reports;
* Frequently update BIOFIN social media platforms, such as YouTube, Facebook and Twitter, in close collaboration with the relevant members of the respective global team, in particular the website moderators, and drawing in to contribute, as needed, members of the national teams;
* Oversee the design work of BIOFIN’s global publications.

**Specific Outputs**

An indicative list of outputs includes:

* Update the global communications strategy for BIOFIN, in line with visibility guidelines of UNDP and BIOFIN donors and including key BIOFIN messages;
* Development of specific communication strategies and their implementation during BIOFIN’s events as well as other related strategical events. In particular, update the BIOFIN communication strategy for the Global Conference and ensure its implementation during the event;
* Ensure that at least 20 news articles from BIOFIN countries were uploaded on the website on yearly basis;
* Upon request and according to demand, guide and support the development of communication strategies for BIOFIN at national level in the 35 BIOFIN countries and support this process at regional and national meetings.

**Information on Working Arrangements**

* Estimated level of effort including travel: approximately 173 working days over 12 months. Maximum working days over the 3-year period would be 519 days;

UNDP does not guarantee that any quantity of services will be purchased during the term of the Framework Agreement as this will depend on forthcoming needs, good performance, and availability of resources;

IC as a Framework Agreement is non-exclusive (i.e. it does not prohibit UNDP from entering into another such framework agreement with other individuals or entities);

The Framework Agreement will be for a fixed all-inclusive daily fee;

Once the Framework Agreement is signed, if there is a specific assignment, the focal person at UNDP would contact the Consultant by email informing of the specific deliverables required, and timeline for delivery;

The consultant must advise within 48 hours whether s/he is available to deliver the requested service;

Thereafter a Purchase Order will be raised. Financial commitments will only be established each time the services are requested within the scope of the Framework Agreement through the transmitted email and purchase order;

Given the consultations to be undertaken during this assignment, the consultant is expected to be reasonably flexible with his/her availability for such consultations taking into consideration different time zones;

The Consultant will be given access to relevant information necessary for execution of the tasks under this assignment;

The Consultant will be responsible for providing her/his own working station (i.e. laptop, internet, phone, scanner/printer, relevant software, etc.) and must have access to a reliable internet connection;

The consultant will engage regularly with the supervisor by email and Skype on a weekly and/or as needed daily basis;

The consultant shall submit to the Supervisor a monthly progress report on the status of the implementation of tasks;

Payments will be made monthly upon submission of a detailed time sheet (including deliverables and their timely execution) and certification of payment form, and acceptance and confirmation by the supervisor on days worked (with “a day” calculated as 8 hours of work) and outputs delivered.

**Travel**

* Limited travel may be required to international workshops relevant to BIOFIN to ensure appropriate communications and messaging on-site, and offer guidance to the national teams on visibility and communications matters;
* An estimated 4 missions during the first year (Global Planning Meeting in Mexico and Regional Workshops in Tanzania, Vietnam, Costa Rica) with expected total travel duration of approximately 4 days per mission. Expected mission travel would be discussed upon commencement of assignment and updated quarterly;
* Any necessary mission travel must be approved in advance and in writing by the Supervisor;
* The [BSAFE course](https://training.dss.un.org/courses/v21/pages/dss_login_register.php) must be successfully completed prior to commencement of travel;
* Individual Consultants are responsible for ensuring they have vaccinations/inoculations when travelling to certain countries, as designated by the [UN Medical Director](https://connect.undp.org/%2CDanaInfo%3Diseek-newyork.un.org%2CSSL%2Bwebpgdept124_4?dept=124);
* Consultants are also required to comply with the UN security directives;
* Consultants are responsible for obtaining any visas needed in connection with travel with the necessary support from UNDP;
* The consultant will be responsible for making his/her own mission travel arrangements in line with [UNDP travel policies](https://intranet.undp.org/global/popp/hrm/Pages/duty.aspx);
* All related travel expenses will be reimbursed as per UNDP rules and regulations upon submission of an F-10 claim form and supporting documents. Costs for mission travel (including air tickets, living allowances) should not be included in the financial proposal.

**Competencies**

**Corporate**

Demonstrates integrity by modelling the UN’s values and ethical standards;

Promotes the vision, mission, and strategic goals of UNDP;

Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;

Treats all people fairly without favouritism.

**Technical**

* Advanced editing skills;
* Good command of commonly used design and publishing software packages;
* Computer literacy for Microsoft Office Package or equivalent;
* Demonstrated skills in writing news articles, press releases, success stories, newsletters, communication strategies and programmatic reports.

**Professionalism:**

Capable of working in a high-pressure environment with sharp and frequent deadlines, managing many tasks simultaneously;

Excellent analytical and organizational skills;

Exercise the highest level of responsibility and be able to handle confidential and politically sensitive issues in a responsible and mature manner.

**Communication:**

* Excellent writing and verbal communication skills;

Communicate effectively in writing to a varied and broad audience in a simple and concise manner.

**Teamwork:**

Work well in a team to advance the priorities of BIOFIN and UNDP as a whole;

Projects a positive image and is ready to take on a wide range of tasks;

Focuses on results for the client;

Welcomes constructive feedback

**Qualifications**

**Education**

Bachelor’s degree in communications, journalism or other closely related field (Max: 10 points)

**Experience:**

At least 5 years of professional experience in the field of communications, graphic design, journalism, website moderation or a related field (Max: 10 points);

Proven expertise in developing and implementing communication strategies at the institutional/national level as a minimum, but preferably with a global or regional scope (Max: 10 points);

Demonstrated experience in dealing with relevant graphic design and publishing programmes (Adobe Illustrator, Photoshop, InDesign or equivalent – please indicate in your resume), developing, editing and layout of publications and content management for websites and social media (please attach or provide a link for 2 samples of previous communication products and two writing samples (website articles, news articles, case studies or press release) (Max: 20 points);

Previous experience working on communications and outreach that relate to sustainable development, environmental and/or biodiversity issues is an advantage (Max: 5 points);

Experience, and good network, with the international media is an advantage (Max: 5 points);

Previous work experience with UNDP or a related organization and familiarity with their brand identity requirements is also an advantage (Max: 5 points).

**Language Requirements:**

Excellent oral and written communication skills in English language (Pass/Fail);

Good command of Spanish, Portuguese, or Russian is an advantage (Max: 5 points).

**Evaluation Method**

* Only those applications which are responsive and compliant will be evaluated;
* Offers will be evaluated according to the Combined Scoring method – where the technical criteria will be weighted at 70% and the financial offer will be weighted at 30%;
* The technical criteria (education, experience, language [max. 70 points] and interview [max.30 points]) will be based on a maximum 100 points;
* Only the top 3 candidates scoring 49 points or higher from the review of the education, experience and languages will be considered for the interview;
* Candidates obtaining 21 points or higher in the interview will be deemed technically qualified and considered for financial evaluation;
* Financial score (100pts) shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal of those technically qualified;
* The financial proposal shall specify an all-inclusive daily fee.  In order to assist the requesting unit in the comparison of financial proposals, the financial proposal must additionally include a breakdown of this daily fee (including all foreseeable expenses to carry out the assignment);
* The applicant receiving the highest combined score and has accepted UNDP’s General Terms and Conditions will be awarded the contract.

**Documentation to be submitted**

* Applicants must submit a duly completed and signed UNDP Personal History form (P11) and/or CV including Education/Qualification, Professional Certification, Employment Records /Experience;
* Applicants must attach or provide a link for 2 samples of previous communication products and two writing samples (website articles, news articles, case studies or press release). File size cannot exceed the maximum limit of 10MB;
* Applicants must reply to the mandatory questions asked by the system when submitting the application;
* Applicants must submit a duly completed and signed Annex II Offeror´s letter to UNDP confirming interest and availability for the Individual Contractor (IC) assignment to be downloaded from the UNDP procurement site.

**Kindly note you can upload only ONE document to this application (scan all documents in one single PDF or Word file to attach). File size cannot exceed the maximum limit of 10MB.**

* UNDP Personal History form (P11) required of all applicants: <http://www.undp.org/content/dam/undp/library/corporate/Careers/P11_Personal_history_form.doc>.
* General Conditions of Contract for the ICs: <https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Considerations%20of%20Contracting_UNDP%20GTCs%20for%20Contracts%20(Goods%20and-or%20Services)%20-%20Sept%202017.pdf&action=default>
* Annex II Offeror´s letter to UNDP confirming interest and availability for the Individual Contractor (IC) assignment attached.