



TERMS OF REFERENCE
FOR INDIVIDUAL CONTRACT

POST TITLES: **International Consultant - Communications and Philanthropy**

AGENCY/PROJECT NAME: UNDP SDG Innovative Finance (UNSIF), UNDP Bangkok Regional Hub

COUNTRY OF ASSIGNMENT: Home based, with possible travel in Asia

A. Project Title

UNDP SDG Innovative Finance

B. Project Description

The international community is set to commit to a new set of ambitious Sustainable Development Goals, reflecting the need to transform economies, end poverty, and tackle the challenge of climate change.

Private finance will be critical in helping countries to transform and grow in a sustainable way, providing jobs, particularly for the poorest and most marginalized and enabling countries to broaden their financing base and exit aid dependence. Private flows to developing countries are already increasing, reflecting increased attention on investment opportunities in global growth markets.

UNDP is currently developing innovative financial model and instruments to scale up its involvement with development financing, innovation and impact investments. These financial instruments will help attract new partners to finance achievement of the Sustainable Development Goals (SDGs).

One of the initiatives supporting the Financing for SDGs agenda is UNDP SDG Innovative Finance (UNDP-UNSIF). It has been established with the objective of accelerating the scale-up of social impact investment models through leveraging traditional development funding with social impact equity investment partners. The goal is to attract and follow-on additional investment capital that can lead to greater social impact while providing the potential for sustainable and inclusive economic returns. In cooperation with the implementation capacity of the UNDP and its partners, UNSIF facilitates and promotes measurable social impacts, economically sustainable for all its stakeholders. This target needs the creation of a new financing architecture that leverages the traditional development funding pathways of pooled grants with private debt, equity and quasi-equity investments.

C. Scope of Work

The specific duties, responsibilities and deliverables of the consultant shall be as follows:

Communications and Outreach:

-) Develop integrated communications and branding strategy to build awareness of UNSIF's work among key partners in the region;
-) Lead the outreach efforts for various platforms and formats including but not limited to print, multimedia, online (web & mobile), social media, infographics, interactive, etc., in accurate, simple, easy-to-understand yet visually-appealing manner;
-) Design and execute high-impact public advocacy campaigns, media & policy events, creative communications initiatives, public-private partnership initiatives;
-) Coordinate and advise on targeted communications and marketing activities relevant to key partner groups, with a focus on philanthropy and Ultra-High-Net-Worth families and individuals;
-) Develop and strengthen media relationships in the area of SDG investment and philanthropy, both internationally (with focus in Asia-Pacific) and nationally in countries where impact projects emerge, in order to increase the coverage of media activities and campaigns.

Philanthropy and Partnerships Building:

-) Horizon scanning of potential new partnerships in the areas of potential philanthropy and investments for SDGs;
-) Support the formulation of partnership strategies with UNSIF and external partners, with a focus on philanthropy, and impact investors, etc; and work closely with the Head of UNSIF to network and build database of potential partners as well SDG Investment and philanthropy projects;
-) Lead the relationship-building, coordination, info sharing, activity planning for major existing partners; Develop a strong network of Ultra-High-Net-Worth families and individuals for SDGs
-) Conduct due diligence for potential partners;
-) Organize a series of high-level events with partners (current and prospective) to establish the leadership role of UNDP-UNSIF in SDG investment and philanthropy, especially in Asia and the Pacific region;

Expected outputs:

-) Develop advanced and targeted communications and branding strategy for UNSIF
-) Produce communication products including website, social media content, graphic design materials for UNSIF
-) Develop media outreach database
-) Develop database for philanthropists
-) Implementation of strategy and further event organization which includes at least 10 meetings with potential partners

D. Institutional Arrangement

The consultant will work under the overall guidance of the Head of the UNSIF, and in close communication with designated team members.

E. Duration of the Work

The consultant is expected to work 200 days over the period from **10st of February - 31st of December 2020**

F. Duty Station

Home based, with possible travel in Asia

G. Scope of Price Proposal and Schedule of Payments

Consultant must send a financial proposal based on a **Daily Fee**. Consultant shall quote an all-inclusive Daily Fee for the contract period. The term “all-inclusive” implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the IC in completing the assignment are already factored into the daily fee submitted in the proposal. If applicable, travel or daily allowance cost (if any work is to be done outside the IC’s duty station) should be identified separately. Payments shall be done monthly based on actual days worked, upon verification of completion of deliverables and approval by the IC’s supervisor of a Time Sheet indicating the days worked in the period.

In general, UNDP shall not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to travel and will be reimbursed at actual documented cost.

Travel costs shall be reimbursed at actual but not exceeding the quotation from UNDP approved travel agent.

H. Qualifications of the Successful Individual Contractor

The consultant should possess the following expertise and qualifications:

Education:

At least Bachelor’s degree in communications, journalism, marketing, social science, business management, finance, international relations or a related field.

Qualifications:

- Over 10 years of total substantive experience, with over 5 years of professional experience in public relations, philanthropy, high-profile partnership building, marketing and communications;
- Strong network with philanthropists, ultra-high-net-worth families and individuals, and other asset

owners;

) Proven experience and track record of working with high-profile partners and mobilizing resources are required;

- High proficiency in digital communications and familiarity with social media channels, especially those popular in the region; experience in web design and familiarity with online publishing tools;
- Experience of building cross-sector partnerships and cross-culture understandings;
- Understanding & knowledge of SDG Philanthropy and investment in Asia-Pacific;
- Work experience in the Asia Pacific region is highly desirable;

Language requirements:

Fluency and proficiency in English and Chinese (written and verbal)

I. Recommended Presentation of Offer

Candidates wishing to be considered for this assignment are required to submit the following documents:

-) Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP;
-) Personal CV indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate
-) Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided (In USD currency)

J. Criteria for Selection of the Best Offer

Individual consultants will be evaluated based on the following methodology:

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as a) responsive/compliant/acceptable; and b) having received the highest score out of set of weighted technical criteria (70%). and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP for the assignment.

Technical Criteria for Evaluation (Maximum 70 points)

- Criteria 1 Relevance of Education - Max 10 points
- Criteria 2 Relevant work experience - Max 15 points
- Criteria 3 Proven experience and record in engaging high-profile partners and mobilize resources - Max 20 points
- Criteria 4 Proven ability in managing events and lead communications/advocacy- Max 15 points
- Criteria 5 Proven proficiency in English and Chinese - Max 10 points

Only candidates obtaining a minimum of 49 points (70% of the total technical points) will be considered for the Financial Evaluation.

K. Annexes to the TOR

N/A