

Terms of Reference
Communication and Media Consultant
BPPS/NCE/ Climate and Forests
Central African Forest Initiative (CAFI)

<u>Type of contract:</u>	Individual contract
<u>Duration:</u>	up to 112 days (until 31 December 2020)
<u>Start date:</u>	as soon as possible
<u>Location:</u>	Home-based

Background

The **Central African Forest Initiative (CAFI)**, launched at the UN Sustainable Development Summit in September 2015, aims to support governments in the region as they implement reforms and enhance investments to address such challenges as poverty, food insecurity and climate change through reducing the rates of deforestation and forest degradation in 6 partner countries. More information available on CAFI's website: <http://www.cafi.org/>

CAFI seeks to hire a consultant to support the **Central African Forest Initiative (CAFI)** Secretariat to

- Support the Secretariat with Crisis communication when sensitive matters arise
- Enhance CAFI visibility internally within UNDP and externally through content published on social media, media trips organized for top tiered journalists and photo blogs
- Embed CAFI messaging within the communication of important international events in 2020 (Oslo Tropical Forest Forum, Kunming Biodiversity Summit, Glasgow UNFCCC COP 26)
- Develop CAFI storytelling
- Develop/adapt communication training material and provide communication training to CAFI Secretariat and members

The consultant will also support the SDG Finance Geneva Summit as a contribution from CAFI to the organization of the event. The Summit brings together innovative entrepreneurs, investors, development practitioners to unlock financing for the SDGs.

Scope of Work

Under direct supervision of the Communications Specialist and CAFI Manager, the consultant will carry out the following tasks:

1) Manage Crisis communication

- Monitor public criticism expressed on public websites and on social media
- Provide advice for further course of action and if needs be plan response campaign and draft response messages
- Develop, in consultation with CAFI Executive Board, implementing agencies and relevant government, key messages and ready to use material for media, in response to potential public criticism or campaigns
- Support, when necessary, the organization of interviews / responses in major media

Deliverables:

- Document updated twice a month documenting criticism expressed on CAFI in the public sphere, with analysis of risk level
- Creation of a Response plan delivered timely and in an organized manner

2) Enhance CAFI visibility on social media

- Create a list of international days and events that are relevant to CAFI work
- List all hashtags relevant for CAFI
- Map key stakeholders and influencers to be connected to
- Draft in partnership with organizers social media kit for main events of the year
- Work with UNDP corporate communications to ensure that CAFI messages are channeled through corporate channels

Deliverables: at least a doubling of the number of followers of the CAFI Twitter account (from a baseline of 1055 followers on 1 January 2020)

3) Develop CAFI storytelling

- Identify within CAFI activities good narratives that can lead to good visual stories
- Work with team on the ground to collect background documents and pictures
- Commission when needed a photographer and lead the documentation of project to turn into multimedia stories
- Draft stories for UNDP website and for UNDP Medium

Deliverables: at least two CAFI stories featured visibly on the UNDP corporate web site in 2020

4) Support the organization of a field visit with journalists and photographer(s) to promote CAFI and CAFI members (governments of Gabon and DRC) messaging around the preservation of Central African forests. The tasks include:

- Identify site or sites for visit
- Draft technical notes to capture existing programmes and results to be featured during field visit
- Support pitch drafting with compelling elements resulting from research and technical notes preparation

- Establish a list of target media and journalists in Europe and in Africa to pitch CAFI stories
- Support outreach to journalists to identify specific interests and needs; work along different work streams: TV, radio, audiovisual (pictures, movies)
- Liaise with journalists, UNDP and governments counterparts to set up and implement the visit (programme, logistics, identification of interviewees on site such as high level government officials, etc.)
- Prepare briefing pack for field visit participants
- Ad hoc support on field visit organization
- Liaise with journalists post visit and track publication
- Prepare social media collaterals to promote articles on UNDP accounts
- Prepare list of published articles for internal dissemination

Deliverables : At least 4 articles in international media that reflect CAFI's approach on the ground

5) Support Media outreach during major events

- Create opportunities for positive messaging about CAFI's choices: identify opportunities, themes, network of editors to promote CAFI's vision
- Identify CAFI stories and draft pitches for top tiered and specialized media during the Oslo Tropical Forest Forum (Oslo, Norway, June 2020), COP 15 of the Convention on biological diversity (Kunming, China, October 2020) and COP 26 of the UNFCCC (Glasgow, UK, November 2020)
- Support the organization of interviews ahead, during and immediately after the events
- Draft Press release, key messaging and talking points
- Liaise with UNDP CAFI team and governments members to pitch high level officials
- Monitor coverage

Deliverables: CAFI's messaging picked up by at least 4 major media outlets in 2020, in connection with the 3 major events

6. Manage the video coverage of the SDG Finance Geneva Summit

- Identify key spokesperson from the finance sector and the development community and select at least 4 entrepreneurs, finalists of the Growth Stage Impact Ventures, to be interviewed
- Define with the SDG Finance Geneva Summit overall messaging of the video coverage and prepare scripts and key questions for each of the interviews to secure sharp messaging
- Identify three cameraman and facilitate procurement of services
- Work with cameraman to shoot and edit quality interview
- Develop a social media pack to promote the videos, develop subtitles in French, write short blurb for youtube channel for each interview, share with key partners
- Develop a short 2 minutes promo video to recap main elements of the Summit
- Secure filing of plenary and dissemination through a Facebook live and post Summit through social media

Deliverables	Estimate number of days	Estimate due dates
Monthly monitor documenting criticism expressed on CAFI in the public sphere	Once a month = 10 days	March to December 2020
Response plan delivered timely and in an organized manner	up to 12 days	As needed, March to December 2020
Double the number of followers on Twitter	Up to 2 days a month (up to 20 days)	Ongoing until December 2020
At least two CAFI stories featured visibly on the UNDP corporate web site in 2020	Up to 20 days	Ongoing until December 2020
At least 4 articles in major media outlets that reflect CAFI's approach on the ground	Up to 20 days	Ongoing until December 2020
At least 4 articles in major media outlets that reflect CAFI's messaging and announcements at major events	Up to 20 days	June, October, November 2020
A facebook live is set up and promoted to attract remote viewers to watch plenary of the SDG Finance Geneva Summit	1 day	October to November
One two minutes promo video presenting key elements of the SDG Finance Geneva Summit is produced and shared on social media	3 days	October to November
At least 8 quality interviews based on SDG Finance Geneva Summit participants list are produced and disseminated through social media	6 days	October to November
Total	Up to 112 days	

Institutional Arrangement

The Communications Specialist and CAFI Manager will supervise the consultant.

The Consultant will provide a certificate of payment based on completed activities and time spent at the end of each month (or as most convenient in relation to completed deliverables).

Duration of the Work

The consultancy is for up to 112 work days effective as soon as possible until 31 December 2020.

Duty Station

This consultancy will be home-based.

Qualifications of the Successful Individual Contractor

Academic Qualifications:

- Master's Degree or equivalent Advanced Degree in communications, international affairs or a related area.

Experience

- At least 5 years of relevant experience (communication, media relations and external engagement with private sector)
- Solid experience in coordination with a set of diverse players and in project management
- Experience in developing high quality collaterals and turning quantitative and qualitative information into marketing and press material
- Academic and work related experience in development, environment and SDGs financing is a plus
- Professional experience within the United Nations System is desirable

Language Requirements

- Excellent command of written and spoken English and French

Competencies

- **Analytical Skills** : Excellent ability to articulate, conceptualize or solve complex problems by making decisions that are sensible given the available information
- **Written communication** : Excellent written communication skills, including the ability to write in a clear, simple, concise way for non-technical external audiences
- **Knowledge Management** : Ability to efficiently research, analyze and share information and knowledge
- **Organizational skills** : Ability for problem-solving, multi-tasking, meeting deadlines and working under pressure
- **Teamwork** : Ability to engage with other units/teams and forge productive working relationships
Ability to work as part of a team in a constantly evolving work environment

I. **Scope of Price Proposal and Schedule of Payments**

UNDP applies a fair and transparent selection process that would take into account both the technical qualification of Individual Consultants as well as their financial proposals. The contract will be awarded to the candidate whose offer:

- Is deemed technically responsive / compliant / acceptable (only technically responsive applications/ candidates will be considered for the financial evaluation)
- And has obtained the highest combined technical and financial scores.

Technical Criteria – 70% of total evaluation – max. 70 points

Criteria: Educational background, theoretical and practical familiarity with fundraising, event organization in its various components (marketing, registration, content development, liaison with speakers, caterers and team management), coordination across a diverse set of players (including a remote team) and with development issues, the SDGs and sustainable finance

A short panel interview will also be carried out.

Financial Criteria – 30% of total evaluation – max. 30 points

Application Procedure

Qualified and interested candidates are requested to apply by midnight of 23 February 2020 (CET).

The application should contain:

- Cover letter explaining why you are the most suitable candidate for the advertised position and including a brief description of past experience with managing crisis communication, developing media outreach and social media presence.
- Filled P11 form including past experience in similar projects and contact details of references, please upload the P11 instead of your CV. [Download here](#).
