

A. Project Title

Support to publications and social media campaigns for SART publications and initiatives

B. Project Description

Design and prepare communication and promotional materials for SART publications and the African Young Women Leader's (AYWL) Fellowship programme social media campaign.

C. Scope of Work

Under the supervision of the Head of Unit and Strategic Advisors in the Strategy, Analysis and Research Team, working in close consultation with the communication team and BERA, the communication consultant will carry out the following tasks

1. Design infographics and communication material for SART publications and projects.
2. Prepare social media campaign cards and short videos using individual clips from interviews with 20 candidates.
3. Develop powerpoint presentations (6) and inputs for consultations and workshops on SART products, publications and initiatives including the finalisation of the Programme document for the AYWL.
4. Support the review and editing of monthly blog posts submitted by candidates in collaboration with BERA

D. Expected Outputs and Deliverables

Deliverables/ Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required <i>(Indicate designation of person who will review output and confirm acceptance)</i>
1. Design infographics and communication material for SART publications and projects	Six month	Monthly	Chief Economist, Strategic Advisors
2. Prepare social media campaign cards and short videos using individual clips from interviews with 20 candidates (3 videos)	Six month	Monthly	Angela Lusigi, Strategic Advisor
3. Develop (6) PowerPoint presentations to be used to support consultations for the finalisation of the programme document.	Six month	Monthly	RBA Chief Economist, Strategic Advisors
4. Support the review and editing of monthly blog posts submitted by candidates in collaboration with BERA	Six month	Monthly	Angela Lusigi, Strategic Advisor
	6 months		

E. Institutional Arrangement

The consultant will be supervised by the program lead in the Strategy, Analysis and Research Team on the African Young Women Leader's programme and will work in close consultation with the communication team and BERA

F. Duration of the Work¹: Six months.

- Start date: 4 May 2020
- End date: 6 November 2020

G. Duty Station: New York

H. Qualifications of the Successful Individual Contractor

Advanced studies in Communications, Journalism, Design, or Marketing, at least Master's level.

Demonstrated ability to successfully interact with individuals of different cultural backgrounds and beliefs, which include willingness to try and understand and be tolerant of differing opinions and views.

Knowledge of UNDP's mandate and work in Africa is a plus.

Experience in developing communication products including social media cards is required.

Required skills:

- Expertise in social media cards, videography & video production
- Expertise in video editing.
- Expert knowledge of Adobe Premier CC or Final Cut X preferred.
- Expertise in titles (text/graphics onscreen). Knowledge of Adobe After Effects is an asset.
- Expertise in sound mixing. Knowledge of sound repair (iZotope RX) an asset.
- Expertise in pre-production & documentary script writing.
- Experience of working on issues related to international development, such as poverty reduction, gender equality and environmental sustainability; and
- Ability to deliver against tight deadlines.

I. Scope of Price Proposal and Schedule of Payments

When the daily fee option is used, the TOR must clearly specify that:

- i) The Daily fee must be "all-inclusive²"; and
- ii) an IC Time Sheet must be submitted by the Contractor, duly approved by the Individual Contractor's supervisor, which shall serve as the basis for the payment of fees.

J. Recommended Presentation of Offer

The following documents are requested:

- a) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- b) **Personal CV & Brief description** of why the individual considers him/herself as the most suitable for the assignment,
- c) The **approach and methodology**, please provide URLs to previous video products, communication products and presentations,
- d) Financial **Proposal**

¹ The IC modality is expected to be used only for short-term consultancy engagements. If the duration of the IC for the same TOR exceeds twelve (12) months, the duration must be justified and be subjected to the approval of the Director of the Regional Bureau, or a different contract modality must be considered. This policy applies regardless of the delegated procurement authority of the Head of the Business Unit.

² The term "All inclusive" implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal

K. Criteria for Selection of the Best Offer

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%.

L. Annexes to the TOR

Existing literature or documents that will help Offerors gain a better understanding of the project situation and the work required should be provided as annex/es to the TOR, especially if such literature or documents are not confidential.

M. Approval

This TOR is approved by:



Signature:

Name and Designation: Angela Lusigi, Strategic Advisor

Date of Signing: 16 April 2020