



Termes de référence
Pour les services d'un Prestataire individuel (IC)
National Communication Specialist - Programme Communications and Advocacy -

I. Job information	
Title :	National Communication Specialist - Programme Communications and Advocacy -
Type contract :	Individual Contract
duration of the contract :	36 Days (3 months June/August 2020, 3 days per week)
Duty station:	Algiers
Department/Agency :	UNIC Algiers – United Nations Information Centre
Supervisor:	United Nations Coordinator resident-Algeria
II. Project context	
<p>The UNIC Algiers is the principal source of information about the United Nations system in Algeria. The UNIC is responsible for promoting public understanding and support for the aims and activities of the United Nations by disseminating UN information materials to a local audience in Arabic, English and French; engaging local and regional partners; and, overall, bringing the United Nations closer to the people it serves.</p> <p>The incumbent is under the direct supervision of the United Nations Resident Coordinator (UNRC) & UNIC Director.</p> <p>The specialist will have to plan and facilitate strategic advocacy and programme communications in support CDCS revised 2019-2021, by Provides support to UNALGERIA (Resident Coordinator (RC)): Contribute to designing, implementing and monitoring the UN joint advocacy and communication strategy and CDCS revised 2019-2021 as the primary instrument for the planning and implementation of UN development activities in the country, in support of the implementation of the 2030 Agenda for Sustainable Development; Plans and facilitates the promotion of advocacy and communications as a tool for a participatory approach to CDCS revised implementation and monitoring, taking into consideration the views and priorities of the most vulnerable; Monitors and analyzes the media in the areas related to the UN's mandates and programs in the country, as well as other issues relevant to the UN brand and positioning ; Provides substantive support to the RC on public messaging and media outreach, and assists in managing reputational risks or crises around sensitive issues; In collaboration with the UN Communications Group and UNIC, and in coordination with the RCO colleagues responsible for data management and results reporting, communicate results on communication plan with a focus on the UN's development impact; Assists the UNIC in projecting the UN's image effectively and accurately as well as promoting transparency and accountability;</p>	
III. Purpose of the assignment	
1. Contributes to partnership building and media relations	

- Provides substantive support to UNALGERIA (Via UNIC) in adapting and localizing global communications and advocacy priorities promoting the UN75 and the work of the United Nations in Algeria in key thematic areas. (for example: contribute to the Conduction of educational outreach activities, including the organization of Model United Nations conferences and public-speaking engagements at local educational institutions with support from and/or the participation of the Resident Coordinator and/or the UN country team).
- Evaluates results and impact of communications and advocacy initiatives promoting the work of UNALGERIA and UN75 program in key thematic areas other than development, reporting the outcome to the Resident Coordinator and (Via UNIC).

2



Deliverable 2: Media relations strategy

- Plans and facilitates public engagement on the UN's role and work in country, including through program visits showcasing the UN's development impact;
- Compiles and analyzes communication experiences and shares findings with country, regional so that best practices benefit the UN's communication work;
- Develops and maintains close working relationships with the media, including editors and journalists in key national and international news outlets; develops, maintains and updates media relations contact list/database;
- Establish a media address book for the written and audiovisual press, for the promotion of the activities of the United Nations and UN75;

Deliverable 3: Final activity report

- Submit detailed reports by UN75 activity
- Provide a final report gathering all the information related to the celebration of UN75 in Algeria

IV. Competencies

Competencies:

- **Professionalism:** Ability to apply sustainable development theories, concepts and approaches. Ability to conduct independent research and analysis on sustainable development topics, determine suitability, validity and accuracy of data provided by different sources. Shows skill in developing sources for data collection. Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.
- **Communication:** Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify and exhibits interest in having two-way communication; tailors language, tone, style and format to match audience; demonstrates openness in sharing information and keeping people informed.
- **Teamwork:** Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.

Job-related skills:

- Mastery of the functioning of the media, digital information and communication technologies and awareness-raising tools



- Very good analytical skills
- Excellent skills in the conceptualization of educational training;
- Be familiar with Algerian political and social realities;
- Good communication and interpersonal skills.

V. Qualifications

Education: Advanced university degree (Master's degree or equivalent degree) in communication, journalism or related area. A first-level university degree in combination with two additional years of qualifying experience may be accepted in lieu of the advanced university degree.

Experience: A minimum of five years of progressively responsible experience in programme communications and advocacy in the context of international development is required. Experience managing resources, including personnel and budget, to support communications and advocacy activities in a local context, is desirable.

Language: Arabic and French is required; Knowledge of another UN official language is an advantage.

VI – Recruitment procedures

L'expert/e sera recruté/e pour la période de juin à août 2020

- Elle/il sera contracté/e par le PNUD Algérie.

VII- Documents constituting the offer



- 1- CV or P11 (annex 4) duly completed and signed, including at least 3 reference persons;
- 2- Confirmation of interest and availability form;
- 3- Methodological note explaining the approach developed in the formulation of the communication strategy and media-awareness plans of the UN75 program and containing a chronogram indicating the deadlines for the completion of tasks and the submission of each deliverable.
- 4- Financial offer must be fixed for the completion of tasks and deliverables related to the position. It must be expressed in Algerian Dinar / dollars (for internationals). Travel costs (transport and accommodation) related to the execution of the mission will be borne by the expert.

Expected deliverables	Offer amount	Review & Approvals Required
Deliverable 1: The UN75 program implementation strategy document		
Deliverable 2: Commissioner of the United Nations Exhibition UN75		
Deliverable 3: Insure drafting communication products		
Deliverable 3 : Activity reports		
Total	100%	

VIII- CRITERIA FOR SELECTION OF THE BEST OFFER

Technical evaluation table:

The selection criteria for evaluating the offer will be as follows:

- 70% for technical qualifications
- 30% for the financial offer.

Only applications having obtained a score of at least 49 points during the technical evaluation will be considered for the financial evaluation.



Technical Evaluation		Maximum Note
1	Masters in communication, journalism, law, letters, human or social sciences or equivalent: <ul style="list-style-type: none">• Maitrise or equivalent5 points• Master ou equivalent 10 points• Doctorat.....15 points	15
2	Methodological note relating to the content and the approach to be adopted for the execution of the mission according to its TOR: Presentation-----10 points Consistency ----- 10 points Pertinence-----10 points	30
3	Previous experience with the United Nations system and / or public administration No Knowledge -----0 point Less than 2 years -----2 points More than 2 years -----5 points	05
4	At least 5 years of professional experience in institutional communication: 05 years of experience05points Experience : from 05 to 10 years10 points Experience : more than 10 years15 points	15
5	Aptitude linguistique Français/Arabe/ Anglais	05
Total technical offer		70 points
<p>Interested candidates are kindly requested to send their application letter accompanied by a detailed curriculum vitae, indicating the job reference " National Communication Specialist - Programme Communications and Advocacy " at the following address: algeria.procurement@undp.org</p> <p>Only applications meeting the above criteria will be considered.</p>		