



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

TERMS OF REFERENCE FOR PERSONNEL UNDER INDIVIDUAL SERVICE AGREEMENT (ISA)

Title:	Marketing and Communication Junior Officer
Main Duty Station – Home-Based	Home based with travel to project sites
Duration and Category of Contract	3 Months (REG) with possible extension
Start of Contract (EOD):	1 July 2020
End of Contract (COB):	30 September 2020
Number of Working Days:	3 months (REG)

ORGANIZATIONAL CONTEXT

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. The mandate of UNIDO is to promote and accelerate inclusive and sustainable industrial development in developing countries and economies in transition.

The Programme Development and Technical Cooperation Division (PTC) of UNIDO is responsible for providing technical cooperation services on technological and economic issues. Within PTC, the AGRI Branch through its technical assistance, links resources and markets in the agribusiness value chains and strengthens forward and backward industrial linkages in order to leg up the economic transformation of countries, improve employment and income opportunities, and reinforce sustainable livelihoods.

Technical cooperation and capacity-building services are provided to agro-based and agro-related businesses and industries, inter alia, in the food, leather, textiles, wood and agricultural equipment sectors.

PROJECT CONTEXT

Since 2011, UNIDO has been supporting the agro-industrial sector through the CELEP project by helping local micro and small industries to cope with the crisis and training unemployed affected communities on market oriented professional skills in technical sectors.

Through the three phases of the CELEP, 68 MSMEs and 20 agricultural cooperatives were directly supported by specialized equipment, civil works and capacity building development and more than 2000 Households benefited indirectly from the project activities.

Therefore, the Ministry of Industry has requested UNIDO to support its efforts towards the development of agro-industry value-chains and expressed its support in developing a follow up phase for CELEP I&II&III aiming at improving the competitiveness and value of a number of Lebanese authentic products, the areas affected by the high influx of Syrian refugees.

In addition to upgrading the quality and quantity standards of the products as previously done during phases I&II&III, this follow up phase will focus on innovation and creativity. An in-depth assessment of the Lebanese agro-food value chains will be done during the inception phase, which will help understanding the export capacity of small producers and cooperatives and identifying the barriers for trade. This project will be the first focusing on product development, introduction of creativity tools and innovation for Lebanese products.

Building on UNIDO's expertise, this project will target a number of MSMEs and agricultural cooperatives and will mainly consist of (i) the identification of a number of Lebanese authentic agro-food value chains having the potential to compete locally and internationally based on a technical study to be conducted; (ii) the provision of technical assistance and inputs to upgrade selected agro-processing facilities especially micro, small- and medium-enterprises (M&MSMEs) and agricultural cooperatives; (iii) the development of creativity tools and new products; and (iv) the development of marketing tools in order to facilitate market access.

Under the overall supervision of the Project Manager (PTC/AGR/RJH) at the UNIDO Headquarter and the day-to-day supervision of the National Project Coordinator in Lebanon, the marketing and communication junior officer will help in developing the proper communication materials for the project and beneficiaries, assess the market needs and help the beneficiaries in penetrating local markets.

More specifically, the expert will carry out the following duties:

<u>MAIN DUTIES</u>	Concrete/ measurable Outputs to be achieved	Expected duration	Location
<ul style="list-style-type: none"> Raise awareness of the project activities through the elaboration of brochures, press releases/notes in English and/or Arabic Identify target local media (magazines, newspapers, radio stations, websites, and TVs) 	<ul style="list-style-type: none"> The project activities and outcomes are properly highlighted Number of local media identified and reached 	20%	Beirut with possible movements to project location
<ul style="list-style-type: none"> Develop marketing tools to promote products, produced from the project beneficiaries (social media, campaigns, websites, photo galleries, etc...) 	<ul style="list-style-type: none"> Zaatar and other agro-food products promoted Marketing tools developed 	15%	
<ul style="list-style-type: none"> Supporting the National Project Coordinator in finding the good market(s) for the products developed. Training the beneficiaries of the project on the market needs and requirements. 	<ul style="list-style-type: none"> New products developed by the project penetrate the local market. Beneficiaries of the project are more aware of the market needs. 	30%	
<ul style="list-style-type: none"> Liaise with relevant specialized media, universities, and specialized economic centres in Lebanon to promote the project and the campaign as an example of inclusive and sustainable industrial development. This includes preparing project presentations 	Media awareness of UNIDO's project is raised	20%	
<ul style="list-style-type: none"> Develop other communication materials/tools as needed by the project and HQ (quarterly newsletter, social media ...) 	Other communication materials developed as required	15%	

MINIMUM ORGANIZATIONAL REQUIREMENTS

Education: Advanced university degree in marketing or communication or any other relevant discipline.

Technical and Functional Experience:

- A minimum of 2 years of practical experience in communication and Marketing.
- Demonstrated experience in dealing with the development and industrial projects.
- Familiarity with the UN mandate and activities in Lebanon as well as with Lebanon's current socioeconomic context;
- Prior experience under UN-implemented programmes is an asset.

Languages: Fluency in written and spoken English is required. Working knowledge of another official UN language (French) would be an asset.

REQUIRED COMPETENCIES

Core values:

1. Integrity;
2. Professionalism;
3. Respect for diversity.

Core competencies:

1. Results orientation and accountability;
2. Planning and organizing;
3. Communication and trust;
4. Team orientation;
5. Client orientation;
6. Organizational development and innovation.

Interested applicants should submit their CVs to: n.barakat@unido.org and point out to the reference of the announcement which is UNIDO – Marketing and Communication Junior Officer.

Deadline for receiving applications: 10th of June 2020