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TERMS OF REFERENCE

19 June 2020

Project title	"Strengthening Representative Bodies in Mongolia"
Title of the assignment	Communications Expert (National consultant)
Type of contract	Individual contract (IC)
Contract duration	Four months starting from 3 August 2020
Duty station	UNDP CO Mongolia – Ulaanbaatar

A. BACKGROUND

Since the adoption of the new Constitution in 1992 and the introduction of local self-governing bodies in Mongolia, Citizens Representatives Hural (CRHs) have become an institution and played an important role in the consolidation of democracy. However, challenges remain in making them truly representative of local people, as a responsive and accountable institution. The legal framework established in the early transition period has not kept pace with the country's socio-economic and political transformations. Laws are approved without enough consultations with local authorities, thus making their implementation difficult at the local level. The organizational capacities of CRHs are constrained by limited resources available, unclear mandates and lack of overall guidance. With a significant turnover of CRHs' members, there is a continuous need to update the knowledge of their duties and responsibilities as elected representatives. At the same time, citizens' ability to demand accountability from elected representatives is limited due to their low awareness about the functioning of local self-governing bodies, which take important decisions affecting their lives.

"Strengthening Representative Bodies in Mongolia" (SRBM) is a project jointly implemented by United Nations Development Programme (UNDP) and the Parliament of Mongolia with support from the Swiss Agency for Development and Cooperation (SDC) over a period of four years (2017-2020). The project aims to address the above-mentioned challenges by adopting a comprehensive three-pronged strategy for capacity development of local self-governing bodies. Firstly, by addressing simultaneously the interrelated levels of legal and institutional environment, secondly, the organizational capacity of CRHs including individual competencies as locally elected representatives. Finally, the project assists the Parliament of Mongolia in translating recent laws and policies into concrete actions aimed at creating opportunities for meaningful citizen participation in the decision-making process, mobilizing support for CRHs in awareness-raising and monitoring the implementation of recently approved laws. In turn, this is expected to result in the increased enforcement of laws by translating policy declarations to concrete impacts at the citizens' level. In line with the above, the project is articulated around four main project outputs:

1. Improved legal framework for local self-governance.
2. Citizens' Representative Hural have improved organizational capacity.
3. National training program for local elected representatives is institutionalized.
4. Improved capacity of the Parliament Secretariat to support representative bodies.

Advocacy and communication activities are crucial in raising awareness about the LATUG reform, informing and mobilizing the relevant stakeholders and wider public, drawing attention to the reform and holding the government accountable for measures they are taking for implementing it.

The purpose of this assignment is to contribute to LATUG advocacy, ensuring the delivery of output 1 to relevant stakeholders and public by producing and disseminating a number of media and advocacy products and strengthening the project awareness building and participatory approach on decision making and outreach.

B. THE SCOPE OF WORK

- a) Review the project activities regarding LATUG under Output 1 included in the Annual workplan, final and interim reports of the consultants of the project during the implementation period and prepare a brief communications and advocacy plan with key messages, target groups, timelines, means of communications/ dissemination, linked to the project objectives/planned activities;
- b) Submit the final report with the list of deliverables attached;

Deliverables:

1. **Develop a communication strategy including social media for LATUG advocacy and the project advocacy**
 2. **Producing and disseminating a number of media and advocacy products to raise awareness on key concepts of draft LATUG and relevant legislation**
 3. **Producing and disseminating a number of media and advocacy products to raise awareness on the project outcomes**
- a) Write **short stories** to be placed online related to LATUG advocacy (actual topics to be agreed);
 - b) Set up a project **database of photos and videos** related to LATUG advocacy;
 - c) Prepare and disseminate various sets of **LATUG-related infographics and posters**;
 - d) Prepare and disseminate at least **20 short social media/news posts** via digital communication for daily social media posts and through other possible media;
 - e) Produce and disseminate at least 6 **short videos** (including interviews with stakeholders, policy makers, or citizens);
 - f) Provide ad hoc support in drafting press releases/ media advisories for media channels and websites, and coordination of media coverage;
 - g) Provide support for updating the project's webpage;
 - h) Set up a database of project communication materials and products;
 - i) Other tasks included in the communications plan agreed.

C. Reporting arrangements

The contractor shall report the progress of work to the Project Manager. The contractor shall also work closely with UN/UNDP communications team and group of legal consultants and other professionals hired by the project.

D. Deliverables and payment schedule

Payments shall be made upon satisfactory acceptance of the deliverables by the project.

	Installments	Deliverables	Due date
1	25% of the total fee	Progress report – Communications strategy <ul style="list-style-type: none"> a, b, c 	September 10, 2020
2	25% of the total fee	Progress report – 2 <ul style="list-style-type: none"> 10-12 social media posts and products (d); 3 short video works completed (e); f, g, h 	October 10, 2020
3	25% of the total fee	Progress report – 3 <ul style="list-style-type: none"> 10 social media posts and products (d); 3 short video works completed (e); a-e products and deliverables are reviewed, updated and disseminated; 	November 10, 2020
4	25% of the total fee	<ul style="list-style-type: none"> All media products/deliverables specified in the Scope of work are completed including g, h 	December 10, 2020

E. QUALIFICATIONS REQUIREMENTS

Education:

- Bachelor's or higher degree in journalism, communications, development policy and other related fields;
- Master's in a relevant field is an asset;

Experience:

- A minimum of 5 years of relevant experience in communications, advocacy, journalism, public relations, or other closely related field;
- Experience of project communication and advocacy activities is an asset;
- Knowledge of UNDP/UN external relations and communications approaches is an asset;

Language Requirements:

- Fluency in written and spoken Mongolian.

Computer and other skills:

- Excellent command of MS office applications;
- Skill to use common media related applications, basic graphic design skills;
- Photo taking, video recording and editing skills.

Competencies:

- Proactive attitude and ability to maintain overview in complex work situations, self-starter;
- Good drafting skills and outstanding communications abilities with diverse audiences;
- Strong motivation and good organization skills with ability to set priorities, produce quality outputs, meet deadlines and manage time efficiently;
- Familiarity with the Mongolian local governance legal and policy framework an asset;
- Ability to present complex issues in simple and clear manner;
- Works well in a team to advance the priorities of this project and UNDP as a whole;
- Projects a positive image and is ready to take on a wide range of tasks;
- Shares knowledge and is willing to provide support to others who request advice or help;

- Demonstrates integrity and ethical standards;
- Displays cultural, gender, religion, race, nationality, age sensitivity and adaptability, and is committed to UNDP gender equality strategy; and
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassments.
- Focuses on results and responds positively to critical feedback and welcomes constructive feedback.

F. Recommended Presentation of Offer

The following documents should be requested:

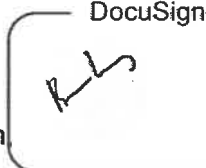
- a) Letter of Confirmation of Interest to conduct the assignment;
- b) Personal CV, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- c) Brief description of why the individual considers him/herself as the most suitable for the assignment, and a proposed work plan and methodology on how they will approach and complete the assignment.
- d) Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs in MNT.

G. Criteria for Evaluation

Applications will be assessed on a basis of a cumulative analysis that will evaluate both the technical suitability and the financial proposal. The weight of the technical criteria is 70%; the weight of the financial proposal is 30%. Only candidates with a minimum of 70% in the technical evaluation will be considered for the financial evaluation.

The TOR is approved by

DocuSigned by:



Barkhas Losolsuren

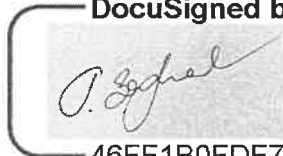
6/18/2020

SDG and Governance Programme Analyst, UNDP Mongolia

Date:

Submitted by:

DocuSigned by:



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Zoljargal Gantumur

Project Manager SRBM, UNDP CO

Date: 2020.06.19.