



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 21 July 2020

Country: Belarus

Description of the assignment: Communications Consultant (podcast production) /National

Project name: Response Facility_COVID-19

Place of work: Minsk, Republic of Belarus

Duration of contract: 10/08/2020 till 31/10/2020, maximum 400 working hours

Proposal should be submitted by email to tenders.by@undp.org (the following Subject should be stated – *No 240/2020 Communications Consultant (podcast production)* **not later than 17:00 (Minsk time) 3 August, 2020.**

Any request for clarification must be sent in writing, or by standard electronic communication to the following e-mail natallia.dudko@undp.org. UNDP will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. ORGANIZATIONAL SETTING AND BACKGROUND

UNDP is present in Belarus since 1992. UNDP's mandate in Belarus is determined by the Agreement between the Government of Belarus and UNDP signed on 24 September 1992, which requires UNDP "to support and supplement the country's efforts at solving the most important problems of its economic development and to promote social progress and better standards of life".

UNDP activities in Belarus are currently guided by the Country Programme Document (CPD) 2016-2020, which focuses on three key areas in line with the national development priorities: stronger systems of inclusive and responsive governance, greener growth incorporating productive capacities that target employment and create livelihoods for vulnerable groups, better access to basic services for vulnerable groups.

Currently, UNDP is working together with the Government and other partners to contain the spread of COVID-19 in Belarus and mitigate socio-economic impact of the pandemics. UNDP's Rapid Response is focused on three areas of intervention:

☐ Addressing the Socio-Economic Impact: conduct the socio-economic impact and needs assessment on the economy with focus on sectors most exposed to risk which will inform targeted measures of the Government to buffer the effect of COVID-19 and increase economy and community resilience.

☐ Health System Support: strengthen the capacity of the Belarusian public health system to address COVID-19 outbreak safeguarding nation-wide coverage with health and non-medical products required for national disease response.

☐ Crisis Management and Response: support community engagement in localized and inclusive response management thus strengthening social cohesion and resilience for COVID-19 response and recovery.

As part of the UNDP Rapid Response to COVID-19, UNDP will support the Government in expanding outreach of national and local COVID-19 response measures to the public with focus on hard-to-reach groups thus enhancing community resilience. UNDP in consultations with WHO will assist state and non-state media with production of and access to accurate, evidence based, clear and reliable information on the COVID-19 situation, awareness and response. In its information and awareness support, UNDP will focus on groups who might experience lack of access to timely and trustworthy information and engage them through digital or offline media, printed and TV/radio channels of communications, including series of video-blogs and the podcast channel. UNDP public awareness activities will strengthen social cohesion, solidarity and gender-equitable behavior during and post-disaster phases in Belarus.

2. OBJECTIVES OF THE ASSIGNMENT

The objective of this assignment is to support UNDP in production of a series of multimedia podcasts that reflect COVID-19 response and recovery and UNDP's Beyond 2030 strategy.

3. RESPONSIBILITIES

- Prepare the concept and promotion strategy (including performance baseline and targets) of UNDP podcast channel on COVID-19 Recovery and Beyond 2030, manage the production of a series of multimedia podcasts (at least 10).
- Regularly scan the media for national, regional and global COVID-19 updates and brief on the latest developments; ideate on topics in the field of COVID-19 Recovery and Beyond 2030 for podcast channel, story pitches;
- Engage and coordinate guests (experts) and podcast host (when necessary);
- Develop script outlines and write host copy (as needed).
- Ensure fact-checking of the podcast's content;
- Provide coaching and feedback to help hosts to enhance their performance.
- Coordinate technical team, manage the recording, assembly, mixing and mastering processes.
- Upload final episodes and preparing them for publication.
- Manage the production schedule for the podcasts and participate in Communication Team planning meetings every two weeks.
- Implement podcasts' promotion strategy: engage media/press network to promote the dissemination of podcasts, track podcast performance with a goal to meet performance targets, work with Communication and Advocacy Analyst, the Communication Team to enlarge the audience, etc.
- Any other related tasks as may be required or assigned by the supervisor.

4. DELIVERABLES

Successful implementation of the tasks listed above upon supervisor's request supported by the

performance evaluation.

Technical requirements to the deliverables as to their quantity, format and timeline are specified by the direct supervisor. The direct supervisor approves results and checks the quality of the work performed.

5. REQUIREMENTS FOR QUALIFICATIONS AND COMPETENCIES

Qualifications:

- University degree in Journalism, Information Management, Communications, Languages, International Relations, Management/Business or Social Science or other relevant fields;
- Professional experience in developing and implementing communications/social media products and tactics, including relations with the press and media – at least 3 years;
- Experience in international companies, projects or programs as a specialist in communications, events coordination or public relations is an advantage;
- Professional experience in creating and/or running corporate podcast channels is an advantage.

Competencies:

- Excellent drafting, formulation, messaging skills proved by at least 5 articles/blogs/analytical papers and other written communication products published in media, including social networks;
- Excellent command in oral Russian and public speaking skills proved by at least 5 podcasts/videos featuring and/or published by the applicant;
- Fluency in oral and written English that is evidenced by a certificate, diploma or similar, examples of prepared press releases, articles or messages for social media in English.

6. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Offeror's Letter to UNDP Confirming Interest and Availability for the Individual Contractor (IC) Assignment duly signed by a Candidate;
2. Annex to the Offeror's Letter to UNDP;
3. Financial Proposal duly signed by a Candidate;
4. Personal CV including past experience in similar area;
5. Copy of university diploma;
6. Certificate, diploma or similar that evidence fluency in oral and written English (if available).

All aforementioned documents should be submitted by e-mail, they should be sent in no more than 3 e-mail transmissions, which should not exceed 7 MB each (please put number for each transmission in the subject line) and should not contain viruses.

Incomplete applications will not be considered. Please make sure you have provided all requested materials.

7. FINANCIAL PROPOSAL

Contract based on fixed hourly fee:

Under the hourly fee approach, the financial proposal specifies a single hourly fee. Payments will be transferred monthly based on the actual number of hours worked according to the timesheets approved by the direct supervisor.

Requirement for travel:

The contract does not provide for business trips.

8. EVALUATION

Cumulative analysis

When using this weighted scoring method, the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight; [70%, maximum 700 points]

* Financial Criteria weight; [30%, maximum 300 points]

Only offers of individual consultants who scored 490 (70% from 700) and more points during the desk review/interview are acceptable for financial evaluation. The lowest technically qualified proposal receives 300 points and all the other technically qualified proposals receive points in inverse proportion according to the formula:

$P=Y*(L/Z)$, where

P=points for the financial proposal being evaluated

Y=maximum number of points for the financial proposal

L= price of the lowest price proposal

Z=price of the proposal being evaluated

Evaluation Criteria	Weight, %	Max. point - 1000
<u>Technical</u>		700
Education:	9	90
University degree in Journalism, Information Management, Communications, Languages, International Relations, Management/Business or Social Science or other relevant fields.		90
Qualifications:	28	280
Professional experience in developing and implementing communications/social media products and tactics, including relations with the press and media – at least 3 years.		130
20 points for each additional year of experience in developing and implementing communications/social media products and tactics, including relations with the press and media but not more than 60 points.		60
Experience in international companies, projects or programs as a specialist in communications, events coordination or public relations is an advantage.		40

Professional experience in creating and/or running corporate podcast channels is an advantage.		50
Competencies	33	330
Excellent drafting, formulation, messaging skills proved by at least 5 articles/blogs/analytical papers and other written communication products published in media, including social networks.		100
Excellent command in oral Russian and public speaking skills proved by at least 5 podcasts/videos featuring and/or published by the applicant.		120
20 points for each additional example of podcasts/videos featuring and/or published by the applicant but not more than 60 points.		60
Fluency in oral and written English that is evidenced by a certificate, diploma or similar, examples of prepared press releases, articles or messages for social media in English.		50
<u>Financial proposal</u>	30	300
All-inclusive hourly fee		300
<u>Total score</u>	<u>100</u>	<u>1000</u>

ANNEX

ANNEX 1 – TERMS OF REFERENCES (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS

ANNEX 3 – IC CONTRACT FORM

ANNEX 4 – OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY

ANNEX 5 – FINANCIAL PROPOSAL

ANNEX 6 – ANNEX TO THE OFFEROR'S LETTER TO UNDP