

UNDP BELARUS TERMS OF REFERENCE	
Position title:	Communications Consultant (podcast production)
Position type:	Individual Contract /Consultant /National
Office/Project:	UNDP CO
Location:	Minsk, Republic of Belarus
Duration of contract:	10/08/2020-31/10/2020 (maximum 400 hours)
Requirement for travel:	The contract does not provide for business trips
Conditions of Employment and payment:	Fixed hourly fee based on financial proposal. Payments will be made based on timesheet and Certification of Payment approved by the Direct Supervisor.
Qualifications:	<ul style="list-style-type: none"> • 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:	<ul style="list-style-type: none"> • 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.
Direct supervisor:	UNDP Communication and Advocacy Analyst
<p>General background information on the context of the engagement:</p> <p>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".</p> <p>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.</p>	

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.

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.

Responsibilities:

Under the direct supervision of the UNDP Communication and Advocacy Analyst and the overall guidance of the UNDP Programme Analyst leading the implementation of the UNDP Rapid Response to COVID-19, the Communications Consultant will:

- 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.

Expected 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.

Supervisor: Alexei Tchistodarski, Communication and Advocacy Analyst

Supervisee: