



## UNITED NATIONS in TURKEY

### **Communications Consultant for the 75<sup>th</sup> Anniversary of the United Nations**

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**Assignment:** Communication Consultant for the 75<sup>th</sup> Anniversary of the United Nations

**Duty Station:** Ankara (home-based), Turkey

**Duration:** 63 working days between 17 August 2020 and 31 December 2020

**Type of Contract:** Individual Contract

#### **1. Background**

This year marks the 75th anniversary of the United Nations. On October 24, 2019, to mark UN Day, Secretary-General António Guterres announced that 2020's commemoration of the 75th anniversary of the United Nations will feature a large and inclusive global conversation on the role of global cooperation in building the future we want. With the beginning of 2020 the United Nations started holding dialogues around the world and across borders, sectors and generations and issued a one-minute survey all around the world. The aim is to reach the global public; to listen to their hopes and fears; and to learn from their experiences. The United Nations was founded in 1945 to support collective action to realize peace, development and human rights for all. The UN75 initiative seeks to spark dialogue and action on how we can build a better world despite the many challenges we face. While UN75 seeks to drive conversation in all segments of society - from classrooms to boardrooms, parliaments to village halls - it places special emphasis on youth and those whose voices are too often marginalized or not heard in global affairs.

UN75 is being marked at a time of great disruption in the world, with an unprecedented global health crisis creating severe economic and social impacts. Collective defining of the “future that we want” cannot be more critical than now.

#### **2. Functions**

The main responsibility of the UN75 Communications Consultant is to design, develop, implement and follow up the implementation of the planned and other communications activities to support the UN75 dialogue in Turkey in consultation with UN Communication Group (UNCG) with a special focus on increasing the number of responses to the one-minute UN75 survey.

Within the scope of the assignment, the consultant is expected to provide consultancy services for the below listed tasks:

1. Design and produce four 90 seconds social media videos, featuring goodwill ambassadors/messengers of UN agencies in Turkey and other influencers introducing the UN75 survey and come up with a plan of where and when to publish the videos to create the biggest impact and reach desired audiences in consultation and under guidance of UNIC and UNCG.
2. Design and produce videos featuring:

- a. UN agencies in Turkey and UN75 messages.
  - b. UN agencies in Turkey and their refugee response, which happens in close coordination with (local) authorities with an emphasis on UN75 and come up with a plan of where and when to publish the videos to create the biggest impact and reach desired audiences.
3. Plan and conduct educational outreach activities for UN75 promotion in cooperation with universities on UN75 campaign including online events and UN75 interactive stands at campuses and in parks in main cities.
  4. Design and create social media posts to increase the number of survey respondents from Turkey including photo stories, videos, graphics, infographics for conducting social media campaigns aiming to reach especially the target groups in Turkey.
  5. Design and follow-up production and procurement of promotional materials such as leaflets, brochures, sparrows and/or roll-ups in line with UN75 design guidelines for visibility and distribution during events including any online events.
  6. Plan and assist the organization of events, including online dialogues with young people and the UN75 celebrations on UN Day to increase the number of survey respondents from Turkey.
  7. Support Resident Coordinator's Office in follow up of UN75 related administrative tasks for procurement and other related matters.
  8. The consultant will work under the overall supervision of UNIC and guidance of the UNCG and Resident Coordinator.

*and fulfill other tasks related to UN75 campaign.*

### **3. Duties and Responsibilities of the UNDP**

1. UNRCO will provide all relevant background documents.
2. UNRCO is not required to provide any physical facility for the work the IC
3. UNRCO can facilitate meetings when needed.
4. UNRCO will cover travel and accommodation costs of the IC as stipulated in article 9 Duty Station.

### **4. Key Performance Indicators**

- Adherence to UN standards and rules
- Production of timely and quality products including the 6 videos promoting UN75 survey, creative and effective social media visuals including gifs, infographics
- Timely follow up and organization/implementation of all UN75 related events
- Increase in the Number of UN75 survey respondents from Turkey
- Taking initiative and working independently

### **5. Competencies**

Please visit this link for information on UN's Core Values and Competencies:

<https://careers.un.org/lbw/home.aspx?viewtype=WWLF&lang=en-US>

### Functional Competencies:

- Proficiency in graphic design, photography and filming
- In depth knowledge of social media platforms (twitter, facebook and Instagram) and how they are best utilised for campaigns
- Excellent communication skills written and oral in English and Turkish
- Excellent organizational and coordination skills
- Ability to work and collaborate with multiple team members

### 6. Required Qualifications and Experience

Recruitment Qualifications	
Education and certification:	University degree or equivalent in <b>design, communications, journalism, social sciences</b> or related field is required
Experience:	<ul style="list-style-type: none"><li>• At least <b>2 years of working experience</b> in <b>Communications, Journalism, or Public Relations</b> work;</li><li>• At least <b>2 years of practical experience</b> in developing and implementing <b>communication and visibility products, plans</b> and programmes;</li><li>• <b>Experience</b> in working for <b>UN projects</b> is an <b>asset</b></li><li>• <b>Experience</b> in working with <b>government officials, international organizations, civil society</b> or <b>NGOs</b> is an <b>asset</b>.</li></ul>
Language Requirements:	<ul style="list-style-type: none"><li>• Fluency in written and spoken <b>Turkish</b> and <b>English</b> required</li></ul>

### 7. Deliverables and Timeline

The assignment will include interim and final deliverables\*, which will be defined in the specific service requests to be made by UNDP to the IC.

Target Contract **Start** Date: 17 August 2020 | Target Contract **End** Date: 31 December 2020

Duration: **63 working/days** throughout the Contract validity.

*All reports should be submitted in English and/or languages as required.*

*\*While the consultant may invest less or more than the estimated number of working days stated above, the total working days dedicated to the assignment shall not exceed 63 days.*

## 8. Duty Station

Duty station for the assignment is Ankara, home-based. **NO** travels within the scope of assignment is foreseen. For any unforeseen travel requested by UN/UNRCO, travel related costs will be covered by UN/UNRCO. The cost and terms of reimbursement of any travel authorized by UN/UNRCO for Individual Contractors must be negotiated prior to travel. Travels that were unforeseen in the Terms of Reference, may either be;

- Arranged and covered by UN/UNRCO from the respective project budget without making any reimbursements to the IC or
- Reimbursed to the consultant upon the submission of the receipts/invoices of the expenses by the consultant and approval of the UN/UNRCO. The reimbursement of each cost item subject to following constraints/conditions provided in below table;
- covered by the combination of the above options

Cost item	Constraints	Conditions of Reimbursement
Travel (intercity transportation)	full-fare economy class tickets	<ol style="list-style-type: none"><li>1. Approval of UNDP/UNRCO before the initiation of travel</li><li>2. Submission of the invoices/ receipt, etc. by the consultant with the UNDP's relevant Form</li><li>3. Approval of UNDP/UNRCO</li></ol>
Accommodation	Up to 50% of the effective DM rate of UNDP for the respective location	
Breakfast	Up to 6% of the effective DSA rate of UNDP for the respective location	
Lunch	Up to 12% of the effective DSA rate of UNDP for the respective location	
Dinner	Up to 12% of the effective DSA rate of UNDP for the respective location	
Other Expenses (intra city transportations, transfer cost from /to terminals, etc.)	Up to 20% of effective DSA rate of UNDP for the respective location	

## 9. Payment Conditions

The contract to be signed between UNDP -on behalf of UNRCO- and successful candidate will not entail a financial commitment from UNDP. UNDP's financial commitment will be established for each Service Request issued and agreed to by the IC basis every time as services are officially requested by UNDP.

Payment terms and conditions along with the daily fee rate (indicated in the contract) and number of days invested (not to exceed maximum number of days stipulated in Section 7, 63 working/days) will be the basis of payment to the IC.

Payment terms and conditions will be specified in the specific service request. Payment terms and conditions along with the daily fee rate (indicated in the contract) and number of days invested (not to exceed maximum number of days in the service request) will be the basis of payment to the ICs. Payments will be made against submission of the deliverable(s) in the specific service requests by the IC and approval of such deliverables by UNDP following the technical clearance of beneficiary when needed.

The consultant shall be paid in US\$ if he/she resides in a country different than Turkey. If he/she resides in Turkey, the payment shall be realized in TL through conversion of the US\$ amount by the official UN exchange rate valid on the date of money transfer.

The amount paid to the expert shall be gross and inclusive of all associated costs such as social security, pension and income tax etc.

**Tax Obligations:** The IC is solely responsible for all taxation or other assessments on any income derived from UNDP. UNDP will not make any withholding from payments for the purposes of income tax. UNDP is exempt from any liabilities regarding taxation and will not reimburse any such taxation to the IC.

## THE GLOBAL GOALS

For Sustainable Development

