

TERM OF REFERENCE (ToR)**GENERAL INFORMATION**

Services/Work Description:	International Consultant for Senior Technical Expert on Media for Peacebuilding and Reconciliation Ethiopian Reconciliation Commission (ERC)
Project/Program Title:	Governance and Democratic Participation Programme
Post Title:	Senior Technical Expert on Media for Peacebuilding and Reconciliation
Consultant Level:	Level C- Senior Specialist
Duty Station:	Home Based with possible travel to Addis Ababa
Duration:	40 days distributed over 5 months
Expected Start Date:	Immediately after signing the contract

I. BACKGROUND / PROJECT DESCRIPTION

In 2018, Ethiopia undertook a serious reform following the coming to power of the Prime Minister Dr. Abey Ahmed. In addition to lifting the state of emergency. The Prime Minister has taken a number of legal and administrative reforms in the country. The establishment of the Ethiopian Reconciliation Commission (ERC) under the proclamation no. 1102/2018 is one of these significant decisions of the Prime Minister.

The ERC is an independent commission is mandated to reconcile the lingering disagreements and different societal, ethnic and political conflicts between Ethiopians. The Commission determines the cause and dimension of repeated gross violation of human rights and suggests realistic recommendations aligned with the Federal Constitution, regional and international agreements. The Commission has three years of mandate out of which one year is dedicated to preparation and strategic plan development as well as the installation of necessary infrastructure for reconciliation, data gathering and further investigation.

The ERC was formally established in February 2019 consisting of 41 prominent individual members appointed by the parliament upon recommendation of the Prime Minister. The Commissioners are voluntary and serve on a part-time basis. The commission has also organized itself in to five main standing committees and the chairs of these committees constitute the executive committee of the reconciliation added up with the chair and vice chair of the commission appointed by the parliament upon recommendation of the Prime Minister. The five committees are 1) public communications, education and relations committee; 2) documentation of public submissions committee; 3) truth and complaints investigation committee; 4) reconciliation committee; and 5) administrative and partnership committee. The secretariat is headed by a Chief Executive Officer, who reports to the Chairperson of the Commission, oversees the day to day running of the Commission's activities. The Secretariat is structured into seven departments and units aligned to its core mandate. Heads of the

departments will form a part of the Secretariat. They report to the Chief Executive Officer, who in turn reports to the Commission. To date however, the ERC only has been granted budget for the Chair, deputy Chair and a few administrative officers. It is crucially lacking the means for the human resources needed to staff its seven departments who are responsible for moving the daily work of the five standing committees forward.

Over the past months, the ERC has held a series of consultations in view of developing its communication strategy. Strategic communication is key to ensure government institutions successfully communicate their policies to citizens and involve them in the decisions that affect their lives. It helps building trust, confidence, subsequently acceptance and legitimacy of the ERC to achieve its mandate. In this regard, a strong communication strategy helps ensure that policies take hold and limit the risk of social conflict.

In order to support the ERC to finalize its communication strategy and mobilize Ethiopian media to inform the public about the mandate and work of the ERC as well as develop public support for a national reconciliation process, UNDP Ethiopia seeks a Senior Technical Expert on Media for Peacebuilding and Reconciliation.

To ensure the successful implementation of the above-mentioned vision and initiatives, UNDP Ethiopia, is seeking to recruit a Senior Technical Expert on Media for Peacebuilding and Reconciliation on a short-term basis who will be working remotely while COVID-19 restrictions remain in place, but should be disposed to travel to Addis Ababa for a short mission if those are lifted during the period of the consultancy (UNDP would cover travel costs to and from the consultants place of residence). The UNDP support fall under our ongoing Governance and Democratic Participation Programme.

II. OBJECTIVES OF THE CONSULTANCY

The main objectives of the consultancy are to enable UNDP to provide technical support to the ERC for it to increase the knowledge, awareness and support for national reconciliation amongst the general public.

III. Functions / Key Results Expected

The Senior Technical Expert on Media for Peacebuilding and Reconciliation will be responsible for helping a national senior communication consultant based in the ERC Secretariat to finalize the institution's communication strategy, develop a training curriculum for Ethiopian media professionals to develop content on peacebuilding and reconciliation, write a call for proposals for media outlets to develop and air such content, and coach the selected media houses in designing content on peacebuilding and reconciliation. The consultant will provide this support remotely while COVID-19 travel restrictions remain in place and will coordinate his/her deliverables closely with the UNDP Peacebuilding and Reconciliation Adviser as well as the ERC Secretariat.

He/She will be under the supervision of the UNDP Governance and Capacity Development Team Leader and closely working with UNDP Peacebuilding and Reconciliation Advisor.

Summary of Key Functions:

The Senior Technical Expert on Media for Peacebuilding and Reconciliation will undertake the following key activities:

- Review the ERC communication strategy
- Build the capacity of the ERC secretariat in strategic communication so that it can have an effective public relations capacity to inform the public about its work and receive feedback from them.
- Develop a curriculum and train Ethiopian media professionals in communication for peacebuilding and reconciliation.
- Help organize a call for proposals for media outlets to develop content on peacebuilding and reconciliation.
- Coach selected media outlets in developing content on peacebuilding and reconciliation for radio/TV/online platforms/social media.

Specific deliverables:

1. Review and comment on the Ethiopian Reconciliation Commission's communication strategy (jointly with the Senior Communication and Media Consultant based in the ERC Secretariat and the International Truth and Reconciliation Experts hired by UNDP).
2. Develop a basic training in strategic communication for reconciliation curricula for the ERC.
3. Deliver a tailored training (remotely via Zoom) on strategic communication for reconciliation to key members of the ERC secretariat and of the ERC's PR and Awareness Raising Committee (5 persons max).
4. Draft a ToR for a call for proposals for Ethiopian media outlets to develop content on peacebuilding and reconciliation (8-10 to be awarded small grants).
5. Develop a training curriculum for Ethiopian journalists in 1) civic education content and 2) behavior, attitude and practice change methods for developing peacebuilding and reconciliation content (including how to apply them to script writing). (This task will be done jointly with the Senior Communication and Media Consultant based in the ERC Secretariat and the International Truth and Reconciliation Experts hired by UNDP).
6. Deliver a training (remotely via Zoom) for TV, radio, print and online journalists, from media outlets selected through the call for proposals, to develop content that will aim to inform the public about truth and reconciliation and change the behavior, attitude and practice of the general public in favor of truth and reconciliation in Ethiopia (15 media professionals max).
7. Provide regular coaching sessions (remotely via Zoom) to the media outlets to review and comment on the peacebuilding and reconciliation content they develop (3 sessions per outlet).

IV. Impact of Results

The key results of the consultant are expected to have an impact on the overall work of the Ethiopian Reconciliation Commission by creating a better understanding of its mandate and work as well as mobilizing support for a truth and reconciliation process amongst the general public.

V. Competencies

Corporate Competencies:

- Demonstrates integrity by modelling the UN's values and ethical standards;
- Promotes the vision, mission and strategic goals of UNDP;
- Displays cultural, gender, religious, race, nationality and age sensitivity and adaptability;
- Treats all people fairly without favouritism.

- Understand Ethiopian Government Policies and strategies and demonstrate value to the same.

Core Competencies:

- Creates new and relevant ideas and leads others to implement them;
- Models high professional standards and empowers team members to innovate and deliver;
- Understands personal and team roles, responsibilities and objectives;
- Gains trust of peers, partners, and clients by demonstrating substantive and technical abilities including presenting authoritative advice to partners and other stakeholders.

Functional/ Technical Competencies:

- Excellent leadership, coordination and relationship building skills;
- Current knowledge of development issues, strategies, as well as programming policies and procedures in international development cooperation;
- Proven ability to conceptualize, innovate, plan and execute ideas, as well as to impart knowledge and teach skills;
- Demonstrated engagement with diverse donors and development partners;
- Effective and energetic team player, with the ability to work in a multidisciplinary and multicultural environment;
- Strong self-motivation and innovative skills, with capacity to work independently and meet deadlines.

Client Orientation:

- Ability to anticipate and manage the needs and interests of multiple stakeholders and balance often contradictory expectations from national partners;
- Works towards creating an enabling environment for a smooth relationship between the clients and service providers.

Analytical Abilities:

- Knowledge of conflict and peacebuilding concepts and the ability to apply to strategic and/or practical situations;
- Knowledge of the interaction between political actors, political processes and peace in a society, including the impact of power distribution on political stability and economic outcomes;
- Capacity to assess scope of request for advisory services, prepare detailed TORs, regular brief and engage and support a variety of technical consultants; assess quality of services provided by technical consultants and make recommendations as might be required.

Partnership and Networking:

- Engages and fosters strategic partnerships with other stakeholders and UN agencies, funds and programs;
- Shares UNDP knowledge and activities (at UN and other venues)

Innovation, Outreach and Communication:

- Writes clearly and concisely in English.
- Communicates within and at large, participates in peer communities and engages substantively;
- Makes the case for innovative ideas, documenting successes and building them into the design of new approaches and tools;
- Demonstrates effective presentation and writing, and strong analytical and strategic skills.

Gender and Institution Development:

- Demonstrates knowledge of systems and tools for gender mainstreaming;
- Applies gender dimension to strategic and/or practical situations, including analysis of projects from a gender perspective;
- Demonstrates knowledge of Women's Rights and Political participation/empowerment issues and concepts and applies these in strategic and/or practical situations.

Teambuilding:

- Works effectively with diverse groups of professionals towards common goals;
- Able to manage different personalities and motivate others while ensuring team coordination and spirit;

VI. Required Qualifications**Education:**

Advanced university degree (PhD or master's degree) in above in the field of arts and social sciences, communication, journalism, international relations or related studies;

Experience:

A minimum of at least fifteen years of relevant work experience, with at least 10 years in as a media producer for peacebuilding programmes in conflict affected countries.

- A minimum of 15 years of experience with a proven professional record in working in the field of media and communication, with media channels and online communications platforms, designing audio/visual dramas (soaps), phone-ins, kids programmes and talk shows and mentoring journalists and producers.
- An experienced trainer in behaviour change communications, peacebuilding media, CVE, radio and/or TV drama production, journalism standards and ethics.
- A specialized knowledge on peace and conflict reporting in the media that could have direct relevance for truth and reconciliation processes.
- Willingness to travel in Ethiopia as and when required / possible due to COVID-19 restrictions;
- Able to work both independently and within teams;
- Able to work under pressure; and
- Excellent oral and written communication and reporting skills both in English.
- Experience working in similar contexts in Sub-Saharan Africa is a must, in Ethiopia would be an added advantage.
- Experience in liaising and engaging different stakeholders in a complex environment and in managing partners expectations;
- Experience in designing and implementing, capacity building initiatives.
- Experience working within a UN agency and/or other international organizations would be added advantage,
- Experience in the use of computers and office software packages, including experience in handling web- based teleconferencing platforms and systems (e.g. Zoom, Microsoft Teams, etc); and
- Familiarity with web publishing and social media.

Language requirements:

Fluency in English.

VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The Senior Technical Expert on Media for Peacebuilding and Reconciliation will be home based for the time being. Possible travel to Ethiopia (at UNDP's expense) will be considered if and COVID-19 travel restrictions have been lifted. Functionally, s/he will be reporting to the Peacebuilding and Reconciliation Adviser within UNDP.

VIII. DURATION OF THE ASSIGNMENT¹

The engagement of the IC will be for 40 days over 5 months.

IX. CRITERIA FOR SELECTING THE BEST CANDIDATE

Applicants are expected to submit their CVs, Academic credentials, Work Certifications, Produce Two sample publications on peace and conflict related issues; and any other relevant credentials.

Qualified Individual Consultants (ICs) are expected to submit both the Technical and Financial Proposals. The technical proposal should include how the IC will deliver the expected key deliverables listed below. The financial proposal should be all-inclusive and show how the IC's proposed rate by deliverables and spread over 5 months (40 days).

The following criteria will be followed in selecting the best candidate.

Criteria	Weight	Max. Point
Technical Competence (based on Credentials and technical proposal)	70%	
Criteria a. [Experience and skills mix]		20
Criteria b. [Methodology for undertaking assignment]		40
Criteria c. [Motivation]		10
Financial (Lower Offer)	30%	
Total Score	Technical Score (70%) + Financial Score (30%)	

X. ETHICAL CONSIDERATIONS, CONFIDENTIALITY AND PROPRIETARY INTERESTS

- The consultant needs to apply standard ethical principles during the course of the assignment. Some of these must deal with confidentiality of interviewee statements when necessary, refraining from making judgmental remarks about stakeholders.
- The consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent by the contracting authority. Proprietary interests on all materials and documents prepared by the consultants under this assignment shall become and remain properties of the ERC and UNDP.

XI. DELIVERABLES

- Written comments in track changes on the Ethiopian Reconciliation Commission communication strategy as well as a short summary noting the main recommendations.
- Training curriculum in strategic communication for truth and reconciliation for the ERC.
- Reports from the ERC and journalists' trainings (one for each, max 5 pages excluding annexes) summarizing knowledge of participants prior to the trainings, the new methods and skills learnt, and recommendations for further trainings.
- Training curriculum for Ethiopian journalists in 1) civic education content and 2) behavior, attitude and practice change methods for developing peacebuilding and reconciliation content (e.g. script writing, etc).

¹ The IC modality is expected to be used only for short-term consultancy engagements. If the duration of the IC for the same TOR exceeds twelve (12) months, the duration must be justified and be subjected to the approval of the Director of the Regional Bureau, or a different contract modality must be considered. This policy applies regardless of the delegated procurement authority of the Head of the Business Unit.

XII. PAYMENT TERMS

Payment Schedule (Payment trenches)	Deliverables or Documents to be Delivered	Approval should be obtained from:	Percentage of Payment
1 st instalment	<ol style="list-style-type: none"> Track changed edits, comments and recommendations for improvement on the Ethiopian Reconciliation Commission's communication strategy Basic training in strategic communication for reconciliation curricula 	ERC Justice and Reconciliation Standing Committee / UNDP Peacebuilding and Reconciliation Advisor	30%
2 nd instalment	<ol style="list-style-type: none"> Report on strategic communication for reconciliation training for ERC members Draft a ToR for a call for proposals for Ethiopian media outlets to develop content that will aim to inform the public about truth and reconciliation and change the behavior, attitude and practice of the general public in favor of truth and reconciliation in Ethiopia Training curriculum for Ethiopian journalists in 1) civic education content and 2) behavior, attitude and practice change methods. 	"	40%
3 rd instalment	<ol style="list-style-type: none"> Report on training (remotely via Zoom) for TV, radio, print and online journalists to develop content that will aim to inform the public about truth and reconciliation and change the behavior, attitude and practice of the general public in favor of truth and reconciliation in Ethiopia Sessions report on coaching (remotely via Zoom) to the media outlets to review and comment on the peacebuilding and reconciliation content they develop 	"	30%

XIII. ANNEXES TO THE ToR

- Existing literature or documents that will help Offeror 's gain a better understanding of the assignment and the work required would be provided as annex to the ToR, especially of such literature or documents are not confidential.

XIV. HOW TO APPLY

Interested consultant with required qualification and experience must submit their applications **through:**
<https://etendering.partneragencies.org> UNDP/ETH10/Event ID: **ETH1635**

XV. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

Interested consultants should submit cover letter expressing their interest and outlining their qualification and motivation for the consultancy together with CV and brief proposal on the methodology and approach for the assignment to the UNDP.

TECHNICAL PROPOSAL COVER PAGES

Cover Page

Cover Letter

SECTION I. TECHNICAL PROPOSAL SUBMISSION FORM

- 1.1 Letter of Motivation
- 1.2 Proposed Methodology
- 1.3 Past Experience in Similar Consultancy and/or Projects
- 1.4 Implementation Timelines
- 1.5 List of Personal Referees
- 1.6 Bank Reference

SECTION II. ANNEXES

Annex a. Duly Signed Offeror's Letter to UNDP Confirming Interest and Availability (use the template hereto)

Annex b. Duly Signed Personal CV's