

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

Services/Work Description:	National Consultant for Senior Media and Communication for Ethiopian Reconciliation Commission (ERC)
Project/Program Title:	Governance and Democratic Participation Programme
Post Title:	Senior Media and Communication Consultant -National
Consultant Level:	C
Duty Station:	Addis Ababa
Duration:	Three 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 national reconciliation commission under the proclamation no. 1102/2018 is one of these significant achievements of the Prime Minister.

The Ethiopian Reconciliation Commission (ERC) was formally established in February 2019 consisting of 41 prominent individual members appointed by the parliament upon recommendation of the Prime minister. 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 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.

In order to increase public awareness of the ERC's vision, the commission seeks a senior media and communication consultant whose responsibility is to develop communication strategy, design and follow up communication activities, set agenda for media and its outreach programs, develop training manual for peace journalism and conflict sensitive reporting, facilitate media trainings on peace and reconciliations. The consultant will oversee PR, media, communication events and management related tasks of Reconciliation Commission's vision and goals.

To ensure the successful implementation of the above-mentioned vision and initiatives, the Ethiopian Reconciliation Commission, with financial and technical support from UNDP-Ethiopia, is seeking to recruit a Senior Media and Communication Consultant on a short-term basis who will be

stationed in the Ethiopian Reconciliation Commission Secretariat. The UNDP support fall under our ongoing Governance and Democratic Participation Programme.

II. OBJECTIVES OF THE CONSULTANCY

The main objectives of the consultancy is to inject critical public relations capacity in the ERC secretariat for the commission to communicate its mandate to the public and build trust with the citizens through clear and transparent messaging about its activities.

The senior media and communication consultant will be responsible for developing communication strategy and initiate major activities to the media in establishing values of peace and reconciliation within the society in Ethiopia. The consultant will also be in charge of the commission outreach activities.

III. Functions / Key Results Expected

Summary of Key Functions:

The appointed consultant will be involved in all PR, media, and communication plans, and follow up implementations, such as managing content of website, through preparation for the events (discussion forum, public debate. etc.) to creating short report on media conferences organized by the ERC.

He/She will be under the supervision of PR and Awareness Raising Committee of the ERC and have an administrative reporting line to the UNDP Peacebuilding and Reconciliation Advisor.

The senior media and communication consultant will undertake the following key activities:

- Plan, implement and follow-ups major activities of media and communication of the commission
- Provides good communication with the media to the public on the daily activities of the Commission and transmits reports through all media;
- Announce the Commission's activities to the media and other stakeholders in a variety of ways, as may be necessary.
- Take overall editorial and development responsibility for the website www.ethiopianrc.org co-coordinating with the colleagues responsible for other social media such as Facebook and Twitter pages; and
- Carry out other duties as reasonably required by the public relations and awareness standing committee and Executive Director.

Specific deliverables:

- (Work with the International Expert on Strategic Communication to) Finalize the Ethiopian Reconciliation Commission's communication strategy.
- Co-develop (jointly with the International Expert on Strategic Communication) a tailored training on strategic communication for transitional justice and reconciliation in Ethiopia.
- Co-deliver (jointly with the International Expert on Strategic Communication) a tailored training on strategic communication for transitional justice and reconciliation in Ethiopia to the ERC staff and commissioners.

- Train TV, radio, print and online journalists on strategic communication for transitional justice and reconciliation in Ethiopia.
- Train TV, radio, print and online journalists on conflict sensitive reporting.

Partners support and coordination:

- Provide factual information about the ERC's work to media outlets and approach the media to motivate them to cover the agenda of ERC in social and conventional media channels;
- Establish and maintain effective working relationships with organizations (public and private organizations, NGOs) and media representatives;
- Build capacity of journalists in the local media and communication professionals at all level on peace journalism and conflict sensitive reporting.

Communication and Outreach:

- Post new content on the ERC's website and social media accounts on a weekly basis.
- Develop talking points for the ERC chair and commissioners upon request.
- Respond to media enquiries about the ERC's mandate and operations.
- Write one article for a major news outlet about the ERC's work.

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 creating a better understanding of its mandate and work as well as establishing communication channels with the general public. As such, the consultant's professional input should result a clear communication strategy for the ERC, increased capacity and knowledge of the PR and Awareness Raising Committee in communication, increased knowledge and awareness of journalists about the mandate and work of the ERC.

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.
- Promote the vision mission strategic goals of the ERC and demonstrate integrity by modelling the ERC values.

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;
- An 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 and Amharic.
- 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 (both in English and Amharic), 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 PR, communication, journalism, international relations or related studies;

Experience:

A minimum of at least ten years of relevant work experience, with at least five years in a senior role in the international development sector.

- A minimum of 10 years of experience with a proven professional record in working in the field of media and communication, with media channels and online communications platforms, presenting media materials to the public.
- An experience on working, writing, reporting, researching or facilitating training on peace and conflict sensitive reporting is an advantageous.
- A specialized knowledge on peace and conflict reporting on the media that could have direct relevance to the reconciliation process.
- Willingness to travel in Ethiopia as and when required;
- 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 and Amharic.
- Experience working in Ethiopia and knowledge of Ethiopia's political historical development and current situation
- 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 management platforms and systems; and
- Familiarity with web publishing and social media.

Language requirements:

Fluency in English and Amharic.

VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The IC will be based at the Ethiopian Reconciliation Commission Secretariat. Functionally, s/he will be reporting to the PR and Awareness Raising Committee and the Peacebuilding and Reconciliation Adviser within UNDP.

VIII. DURATION OF THE ASSIGNMENT¹

The engagement of the IC will be for three months.

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.

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 show how the IC's proposed rate by deliverables and spread over 12 months.

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 evaluation. 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 UNDP.

XI. DELIVERABLES

- A short monthly brief report on progress be submitted to UNDP Peacebuilding and Reconciliation Advisor.

XII. PAYMENT TERMS

Payment Schedule	Deliverables or Documents to be Delivered	Approval should be obtained from:	Percentage of Payment
1 st instalment	1. Draft Ethiopian Reconciliation Commission communication strategy	ERC Justice and Reconciliation Standing Committee / UNDP Peacebuilding and Reconciliation Advisor	30%
2 nd instalment	2. Report on the training for TV, radio, print and online journalists on strategic communication for transitional justice and reconciliation in Ethiopia	"	40%
3 rd instalment	3. Final narrative and financial report with proof of weekly PR activity on the ERC website, social media accounts and media articles.	"	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: **ETH1697**

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