

TERMS OF REFERENCE

FOR INDIVIDUAL CONTRACT

POST TITLE: Consultant on Communications for Business and Human Rights
AGENCY/PROJECT NAME: Business and Human Rights, Governance and Peace Building
COUNTRY OF ASSIGNMENT: Home-based with no travel.

1) PROJECT DESCRIPTION

Background:

The UNDP Asia-Pacific Business and Human Rights Unit is currently engaged in promoting the implementation of the United Nations Guiding Principles on Business and Human Rights (UNGPs). The UNGPs clarify the duty of states and the responsibility of businesses to uphold international norms and treaties on human rights. These Guiding Principles rest on three pillars: 1) the State's duty to protect human rights; 2) the corporate responsibility to respect human rights; and 3) the joint-responsibility of both the State and Business sectors to provide access to remedy for victims of business-related abuses.

Momentum supporting the implementation of the UNGPs through National Action Plans (NAPs) is developing quickly in the region. Nurturing this, an already well-developed community of industry advocates, human rights activists, and development practitioners are deepening their work on a wide variety of thematic areas or industry-specific B&HR activities. While leading national and multi-national corporations are embedding human rights due diligence approaches into their operational policies and corporate communication profiles.

Project Description

UNDP is implementing the regional project, "Business and Human Rights in Asia: Promoting Responsible Business Practices through Regional Partnerships", to which this consultancy is attached. The objectives of this project are to promote the implementation of the UN Guiding Principles in Asia through regional efforts focused on advocacy, policy development, technical advisory support, capacity building, awareness raising, innovation platforms, regional peer learning events, and South-South cooperation. The project will be implemented by the UNDP Bangkok Regional Hub in collaboration with UNDP Country Offices in the region and in partnership with regional initiatives, NHRIs, CSOs, other UN agencies, and the UN Working Group.

The B+HR Unit is seeking the support of a consultant to lead communications work within the project. The consultant will develop video and printed media content, craft project factsheets and infographic material and coordinate dissemination of such products. He/she will also support the drafting of knowledge management products and be in charge of developing and implementing communication strategies for project events.

2) SCOPE OF WORK

Under the overall guidance of the Business and Human Rights Advisor, the Communications Consultant will be responsible for the following:

- Develop B+HR awareness-raising products (e.g. project briefs, and project-related videos) and support coordination of project branding;
- Develop and implement social media visibility plans for project events

- Develop and manage content for the B+HR project web-page with UNDP HQ;
- Increase visibility of the project by drafting press releases, op-eds, stories and other relevant communications materials;
- Research & create compelling content for social media messaging, collaterals to increase B+HR's visibility
- Implement branding related digital initiatives to increase brand engagement and promote events;
- Support national and regional project activities (Workshops, Trainings, field visits, etc.) through communications channels such as, but not limited to, Facebook, Twitter, Instagram, YouTube;
- Content creation; video production and/or digital media on Business and Human Rights;
- Coordinate video production, including but not limited to script writing, liaising with vendor producers and UN Experts;
- Coordinate B+HR's community of practice (CoP) routinely by liaising with partners in digital channels.

3) EXPECTED OUTPUTS AND DELIVERABLES

Deliverables/ Outputs	Estimated Duration to Complete (days)
1. Develop and implement social media visibility plans for project events: <ul style="list-style-type: none"> a) Communications plan and implementation for UN Global Forum on Business and Human Rights 2020 b) Prepare communications plan for the upcoming UN South Asia Forum 2021, and implement; including but not restrict to social media presence, coverage of the event and report c) Digital content creation and implementation for the RBHR Forum 2021 	40
2. Platform management: <ul style="list-style-type: none"> a) Management and maintenance of the B+HR page and social media channels b) Coordinate the content for the website of the B+HR project page 	40
3. Develop B+HR awareness-raising products (e.g. project briefs, and project-related videos) and support coordination of project branding: <ul style="list-style-type: none"> a) Development of project briefs and communications materials, including implementation of the communications strategy b) Write the annual report for donors 	40
4. Content creation; <ul style="list-style-type: none"> a) Oversee video production and/or digital media on Business and Human Rights b) Prepare script and liaise with vendor for the video on Gender Guidance on Business and Human Rights, the Environmental dimensions of the UNGPs and the Thai NAP Journey. 	30
Total	150 days

The consultant will use his/her own equipment and software.

Intellectual Property

All information and production of communication pieces to the assignments as well as outputs produced under this contract shall remain the property of the UNDP who shall have exclusive rights over their use. The products shall not be disclosed to the public nor used in whatever format without written permission of UNDP in line with the national and International Copyright Laws applicable.

4) INSTITUTIONAL ARRANGEMENTS

The Consultant will work under the overall guidance of the Team Leader of Business and Human Rights in Asia (B+HR), Governance and Peacebuilding Team, UNDP Bangkok Regional Hub.

5) DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

Duration

Up to a maximum of 150 working days (with possibility for an extension). The period of the assignment is estimated to be from 30 September 2020 – 31 July 2021.

Duty Station

The duty station will be home-based. This assignment is on a part-time basis.

6) DEGREE OF EXPERTISE AND QUALIFICATIONS

Required Skills and Experience

The Communications Consultant should possess the following expertise and qualifications:

Education

- Bachelor's degree or equivalent in Communications, Journalism, Multimedia, Literature, International Relations, or other related subjects in the arts and/or humanities;

Skills, Knowledge and Experience

- At least 3 years of experience working in communications, with demonstrable experience leading digital communications for projects;
- Previous relevant experience with UNDP or the broader UN system would be an asset.
- Demonstrable understanding or experience of creating communication content for a range of stakeholders;
- Experience in social media management and/or online news, including data analysis, and adapting strategies accordingly;
- Strong writing, editing, proofreading, layout and design skills in English;
- Experience writing persuasive messages for a range of audiences, including press releases, articles, blogs, newsletters, and social media packages;
- Experience managing web (using Adobe CQ5 or WordPress) and social media platforms, including Facebook, Twitter, LinkedIn
- At least 2 years of experience leading multimedia content creation, including shooting and editing video, and excellent command of graphic design tools. Proficiency in Adobe Creative Suite (including Premier Pro, Photoshop, InDesign or other advanced creative software) would be an asset;

Language

- Proficiency in communication skills in English.

7) REQUIRED DOCUMENTS

Required documents

Interested candidates must submit the following documents/information to demonstrate their qualifications.

Please group them into one (1) single PDF document.

- a) Duly accomplished Letter of Confirmation of Interest and Availability and Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. (Annex III)
- b) Curriculum Vitae
- c) Brief description of why the applicant considers him/herself the most suitable candidate
- d) Communications portfolio in English developed in the last 2 years by the applicant. Suggested samples to be included: a) Videos; b) Graphic designs; c) Written pieces focused on content for social media

8) CRITERIA FOR SELECTION OF THE BEST OFFER

Evaluation Method and Criteria

Only candidates which are responsive and compliant will be evaluated, Individual consultants will be evaluated based on the following methodology;

Combined Scoring method:

The award of the contract shall be made to the candidate whose offer has been evaluated and determined as a) responsive/compliant/acceptable; and b) having received the highest score out of set of weighted **technical criteria (70%) and financial criteria (30%)**.

- **The technical criteria** consist of qualification review (education, experience, language) [max. 75 points] and interview [max.25 points] will be based on a maximum 100 points. Only candidates obtaining a minimum of 52.5 points (70% of the total qualification review points) would be considered for the interview.
- **Financial score** shall be computed as a ratio of the proposal being evaluated as the lowest priced qualified proposal received by UNDP for the assignment.

Technical Criteria for Evaluation (Maximum 100 points)

- Criteria 1: Education - Max 15 points;
- Criteria 2: Proven experience and skills in generating communications, communication strategies, media and Social media operations and advocacy material via various media- Max 25 points;
- Criteria 3: Experience with media software, applications and communication tools- Max 20 points;
- Criteria 4: Experience of working with UNDP and other UN agencies- Max 15 points;
- Criteria 5: Interview – Max 25 points.

Only candidates obtaining a minimum of 70 points (70% of the total technical points) would be considered for the Financial Evaluation.

For those passing technical and interview evaluation above, offers will be evaluated per the Combined Scoring method:

- a) Technical and Interview (70%)
 - b) Financial evaluation (30%)
- The financial proposal shall specify an all-inclusive daily fee (including number of anticipated working days and all foreseeable expenses to carry out the assignment);

The applicant receiving the Highest Combined Score and has accepted UNDP's General Terms and Conditions will be awarded the contract.

9) CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNDP PREMISES

NONE

PARTIAL

INTERMITTENT

FULL TIME

The consultant's presence is not required at UNDP Bangkok Regional Hub premises. This assignment is on a *part-time* basis. Consultant will work closely under the overall guidance and direct supervision of the Team Leader of Business and Human Rights in Asia (B+HR), Governance and Peacebuilding Team, UNDP Bangkok Regional Hub.


10) PAYMENT TERMS

The contract will be paid based on Daily Fee. Candidates shall quote **an all-inclusive Daily Fee** for the contract period. The term "all-inclusive" implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the IC in completing the assignment are already factored into the daily fee submitted in the proposal. If applicable, travel or daily allowance cost (if any work is to be done outside the IC's duty station) should be identified separately. Payments shall be done on a monthly basis based on actual days worked, upon verification of completion of deliverables and approval by the IC's supervisor of a Time Sheet indicating the days worked in the period.

In general, UNDP shall not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources

In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to travel and will be reimbursed.

Travel costs shall be reimbursed at actual but not exceeding the quotation from UNDP approved travel agent. The provided living allowance will not be exceeding UNDP DSA rates.

This ToR is approved by:	
Signature:	
	Mr. Livio Sarandrea Business and Human Rights Advisor
Date of signing:	26 Aug 2020