

UNDP BELARUS TERMS OF REFERENCE	
Position title:	Communications Consultant
Position type:	Consultant/Individual Contract/National
Office/Project:	UNDP CO
Location:	Minsk, Belarus
Duration of contract:	20/10/2020 – 15/02/2021(maximum 500 hours)
Requirement for travel:	The contract does not provide for business trips. In the event of unforeseeable travel agreed with Supervisor, payments to cover travel expenses may be reimbursed to the individual contractor upon submission of a travel claim (F-10 form) and all necessary supporting documents.
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"> 2 Bachelor's degree in Journalism, Information Management, Communications, Languages, International Relations, Management/Business or Social Science or other relevant fields; 2 Professional experience in promoting commercial and/or non-commercial products – at least 3 years; 2 Experience in organizing at least 2 PR-campaigns (confirmed by the samples of concepts in form of presentations or max. one-page descriptions (one-page description for each PR campaign) of their design and results); 2 Previous work experience in the UN or other international organization as a specialist in communications or public relations is an advantage; 2 Experience in organizing and providing media coverage for presentations, conferences, training activities that includes publications in national media - national TV channel, newspaper distributed at the republic level, online resources is an advantage.
Competencies:	<ul style="list-style-type: none"> 2 Excellent drafting, formulation, messaging skills proved by at least 5 articles/blogs/analytical papers/ press releases or other written communication products published in media, including social networks; 2 Fluency in written English that is evidenced by a certificate, diploma or similar document.
Direct supervisor:	Programme Analyst
<p><u>Background:</u></p> <p>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:</p>	

- ☐ 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's Rapid Response to COVID-19 (RRF), will support the development of consolidated volunteer movement in Belarus to achieve people-centric and socially inclusive sustainable development.

- ☐ UNDP will support the Ministry of Labour and Social Protection, youth organizations women's organizations and other CSOs in mobilizing and effective coordination of volunteers in Belarus as well as creating legal environment conducive for volunteerism in Belarus.
- ☐ In partnership with EPAM, UNDP will develop a Digital Volunteers Platform (DVP) as a tool to facilitate B2B (organization to organization) and C2B (volunteer to organization) partnership building, mobilize volunteer networks for targeted support to vulnerable groups of population and raise the profile of volunteerism in the Belarusian society.
- ☐ UNDP is also expanding partnership with the Belarusian Society of the Red Cross to promote volunteerism in Belarus, facilitate knowledge-sharing and support effective volunteer management.

The purpose of the assignment is to support the implementation of the UNDP communication strategy in the field of volunteerism promotion, deliver communication support to the RRF activities and actions, conduct awareness raising campaigns to communicate the key RRF messages across the target audiences.

Responsibilities:

DVP communication strategy:

- ☐ Support in leading the management and oversight of the development and implementation of the DVP PR strategy;
- ☐ Support in leading the ongoing monitoring and evaluation of the DVP communication strategy implementation, brief Programme Analyst and RRF Implementation Team on achievements, challenges and risks;
- ☐ Coordinate with EPAM and other partners, relevant stakeholders and UNDP personnel to ensure that the DVP communication strategy is implemented in coherent manner;
- ☐ Explore new partnerships for effective promotion of DVP;
- ☐ Regularly scan the media for national, regional and global updates on volunteerism and brief on the latest developments;
- ☐ Monitor national media for public response to DVP and associated activities, flag any communicational and reputational risks, implement measures to eliminate or mitigate such risks.

RRF PR and advocacy management:

- ☐ Support in leading the development and management of public relations and advocacy campaigns to promote the RRF findings and progress at the national and local levels;

- ☐ Support Programme Analyst in management and oversight of communications consultants and service providers.

PR content design and management:

- ☐ Prepare information materials, both online and offline (life stories, op-eds, blogging, brochures, briefs, posters, web-site publications, and social media posts) for target audiences highlighting the RRF key developments and implementation progress;
- ☐ Lead on gathering inputs and information required for production of relevant PR and advocacy products, including online and digital, as well as coordinate dissemination of these products;
- ☐ Ensure communication and advocacy tools and products, including briefing notes, booklets, brochures, infographics reflect agreed branding and visibility;
- ☐ Assist with organization of the RRF events focusing on preparation of talking points for the UNDP's senior management, production of event information and outreach materials, taking photo and video materials.

Visibility and corporate identity management:

- ☐ Ensure that the project information, advocacy products and public activities are in line with the corporate UNDP, donors and partners (where applicable) communication standards and policies.

Other duties:

- ☐ Perform any other duties within the scope of responsibilities as requested by the supervisor.

Deliverables:

Successful implementation of tasks listed above upon supervisor's request supported by the performance evaluation. The supervisor approves results and checks the quality of the work performed.

Supervisor:

Name: Kiryl Stsezhkin

Signature:

Kiryl Stsezhkin

Date: 23-Sep-2020

Supervisee:

Name:

Signature:

Date:

Margarita Emachinskaya