



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 24 September 2020

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**Country: Belarus**

**Description of the assignment: Communications Consultant /National**

**Project name: Response Facility\_COVID-19**

**Place of work: Minsk, Republic of Belarus**

**Duration of contract: 20/10/2020 till 15/02/2021, maximum 500 working hours**

Proposal should be submitted by email to **tenders.by@undp.org** (the following Subject should be stated – № 328/2020 Communications Consultant **not later than 17:00 (Minsk time) 8 October, 2020.**

Any request for clarification must be sent in writing, or by standard electronic communication to the following e-mail [natallia.dudko@undp.org](mailto:natallia.dudko@undp.org). UNDP will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

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### 1. ORGANIZATIONAL SETTING AND BACKGROUND

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:

- 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.

## 2. OBJECTIVES OF THE ASSIGNMENT

The objective of this 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.

## 3. RESPONSIBILITIES

- Supporting procurement of services for the development and implementation of the DVP PR strategy (preparing the mailing list, market research, support in offers evaluation, etc.);
- Supporting in leading the management and oversight of the development and implementation of the DVP PR strategy;
- Supporting in leading the ongoing monitoring and evaluation of the DVP communication strategy implementation, briefing Programme Analyst and RRF Implementation Team on achievements, challenges and risks;
- Coordinating with EPAM and other partners, relevant stakeholders and UNDP personnel to ensure that the DVP communication strategy is implemented in coherent manner;
- Exploring new partnerships for effective promotion of DVP;
- Regularly scanning the media for national, regional and global updates on volunteerism and brief on the latest developments;
- Monitoring national media for public response to DVP and associated activities, flag any communicational and reputational risks, implementing measures to eliminate or mitigate such risks;
- Supporting 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;
- Supporting Programme Analyst in management and oversight of communications consultants and service providers;
- Preparing 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;
- Leading 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;
- Ensuring communication and advocacy tools and products, including briefing notes, booklets, brochures, infographics reflect agreed branding and visibility;
- Assisting 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;

- Ensuring 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;
- Performing any other duties within the scope of responsibilities as requested by the supervisor.

#### **4. 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.

#### **5. REQUIREMENTS FOR QUALIFICATIONS AND COMPETENCIES**

##### **Qualifications:**

- Bachelor's degree in Journalism, Information Management, Communications, Languages, International Relations, Management/Business or Social Science or other relevant fields;
- Professional experience in promoting commercial and/or non-commercial products – at least 3 years;
- 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);
- Previous work experience in the UN or other international organization as a specialist in communications or public relations is an advantage;
- Experience in organizing and providing media coverage for press tours, presentations, conferences, training activities or study tours that includes at least one publication in national media - national TV channel, newspaper distributed at the republic level, online resources is an advantage.

##### **Competencies:**

- 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;
- Fluency in written English that is evidenced by a certificate, diploma or similar document.

#### **6. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Offeror's Letter to UNDP Confirming Interest and Availability for the Individual Contractor (IC) Assignment duly signed by a Candidate;
2. Annex to the Offeror's Letter to UNDP;
3. Financial Proposal duly signed by a Candidate;
4. Personal CV including past experience in similar area;
5. Copy of university diploma;

6. Certificate, diploma or similar document that evidences fluency in English.

All aforementioned documents should be submitted by e-mail, they should be sent in no more than 3 e-mail transmissions, which should not exceed 7 MB each (please put number for each transmission in the subject line) and should not contain viruses.

Incomplete applications will not be considered. Please make sure you have provided all requested materials.

## 7. FINANCIAL PROPOSAL

### **Contract based on fixed hourly fee:**

Under the hourly fee approach, the financial proposal specifies a single hourly fee. Payments will be transferred monthly based on the actual number of hours worked according to the timesheets approved by the direct supervisor.

### **Requirement for travel:**

The contract does not provide for business trips.

## 8. EVALUATION

### **Cumulative analysis**

When using this weighted scoring method, the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

a) responsive/compliant/acceptable, and

b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

\* Technical Criteria weight; [70%, maximum 700 points]

\* Financial Criteria weight; [30%, maximum 300 points]

Only offers of individual consultants who scored 490 (70% from 700) and more points during the desk review/interview are acceptable for financial evaluation. The lowest technically qualified proposal receives 300 points and all the other technically qualified proposals receive points in inverse proportion according to the formula:

$P=Y*(L/Z)$ , where

P=points for the financial proposal being evaluated

Y=maximum number of points for the financial proposal

L= price of the lowest price proposal

Z=price of the proposal being evaluated

Evaluation Criteria	Weight, %	Max. point - 1000
<b><u>Technical</u></b>		<b>700</b>

<b>Education:</b>	<b>11</b>	<b>110</b>
<b>Bachelor's degree in Journalism, Information Management, Communications, Languages, International Relations, Management/Business or Social Science or other relevant fields</b>		<b>90</b>
20 points for higher degree than Bachelor's degree in Journalism, Information Management, Communications, Languages, International Relations, Management/Business or Social Science or other relevant fields		20
<b>Qualifications:</b>	<b>38</b>	<b>380</b>
<b>Professional experience in promoting commercial and/or non-commercial products – at least 3 years</b>		<b>100</b>
20 points for each additional year of professional experience in promoting commercial and/or non-commercial products but not more than 60 points		60
<b>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)</b>		<b>90</b>
20 points for each additional PR-campaign (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) but not more than 60 points		60
Previous work experience in the UN or other international organization as a specialist in communications or public relations		30
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		40
<b>Competencies</b>	<b>21</b>	<b>210</b>
<b>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</b>		<b>100</b>
<b>Fluency in written English that is evidenced by a certificate, diploma or similar document</b>		<b>110</b>
<b><u>Financial proposal</u></b>	<b>30</b>	<b>300</b>
All-inclusive hourly fee		300
<b><u>Total score</u></b>	<b><u>100</u></b>	<b><u>1000</u></b>

## **ANNEX**

**ANNEX 1 – TERMS OF REFERENCES (TOR)**

**ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS**

**ANNEX 3 – IC CONTRACT FORM**

**ANNEX 4 – OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY**

**ANNEX 5 – FINANCIAL PROPOSAL**

**ANNEX 6 – ANNEX TO THE OFFEROR'S LETTER TO UNDP**