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TERMS of REFERENCE

Post Title:	Individual Contractor (IC) – Communications Specialist
Starting Date	ASAP
Duration:	Three (3) months
Location	Riyadh, Saudi Arabia
Project:	Support to UNDP Communications and Media Department
National or International consultancy	National Consultant

A. Project Title:

Support to UNDP communications and publication strategies with a view to influence the development agenda, to promote public and media outreach and to mobilize political and financial support for UNDP.

B. Project Description:

Under the guidance and direct supervision of the Management Support, the Communications Specialist in the Saudi Arabia Country Office implements the corporate communications strategy, designs, manages and facilitates the implementation of the Country Office communications and publication strategies with a view to influence the development agenda, to promote public and media outreach and to mobilize political and financial support for UNDP.

The Communications Specialist utilizes and examines current appearance status and assess possible actions to enhance overall image. The Communications Specialist will provide technical and strategic support to maximize media outreach within the region throughout the year. The Communications Specialist also works in close collaboration with the Communications team, Programme and team members, ensuring successful UNDP communication strategy implementation increasing.

C. Scope of Work:

1. Planning and design of internal and external strategies for communications and outreach:

- Planning and elaboration of communications needs assessments for the Country Office (projects, country programme and corporate change initiatives, etc.)
- Elaboration of the Country Office communications and outreach strategy based on corporate strategic priorities and UNDP External Communications Action Plan.

- Constructive and timely advice on inclusion of communications components in programme and projects formulations to integrate advocacy and communication strategies into all aspects of UNDP's development programmes.
- Highlighting the Country Office major success stories based on knowledge and experience in the media industry to produce digital items showcasing the achievements.
- Planning to produce a (1-3) minutes video on projects outcomes and UNDP's contribution to several projects lead by Saudi entities:
- Look at and examine UNDP initiatives.
- Produce a product for each initiative (press release, video, blog). Two stories per initiative shall be finalized. (total is 48 products) Abiding by UNDP communications guidelines.
- 16 stories to be completed per month.
- Sit with the programme team to review material with the communication assistant.
- Meet with project manager and counterparts with the communication assistant.
- Meet with governments focal points with the communication assistant.
- Work on raising public awareness of UNDP's work in the Kingdom of Saudi Arabia and share light on the implementation of the Sustainable Development Goals (SDGs).

2- Elaboration and implementation of the CO publications strategy and plan:

- Supervises the design and maintenance of the UNDP web site, intranet, the Country Office web-based knowledge management system
- Work on social media platforms by enhancing content and image. Design of the office web sites based on corporate requirements in cooperation with the ICT staff.
- Supervision and preparation of the content for the web sites and social media platforms ensuring consistency of the materials.
- Translate our complex messages for the public ensuring understanding UNDP's role without negating the role of national stakeholders,
- Strengthen the Country Office capacity to communicate effectively nationally and globally.
- Visualize the impact of UNDP projects.

3- Supports the business development:

- Strengthening corporate visibility and articulate a strategy that will guide the Country Office in its public outreach.
- Promotional activities to position UNDP as a leader within the development space.
- Increased coverage and understanding of the UNDP's work in the country or practice area through development and maintenance of media contacts and providing newsworthy information to national public and donors.
- Work on generating awareness for the areas covered by UNDP using country level awareness.
- Innovative and creative solutions to sensitive or corporately strategic public communications issues.
- Advocacy and promotion of UNDP mandate, mission, and purpose.
- Indicate services needed to a build better communication team.

D. Institutional Arrangement:

The Communications Specialist will report on all activities to the Deputy Resident Representative at UNDP Country Office in coordination with the Communications Assistant and the Programme team.

E. Duration of the Work: Three (3) months with possibility of renewal.

F. Duty Station: Riyadh, Saudi Arabia

G. Qualifications of the Successful Consultant:

I. Competencies:

- **Innovation:** Ability to make new and useful ideas work. Creates new and relevant ideas and leads others to implement them
- **Leadership:** Ability to persuade others to follow. Plans and acts transparently, actively works to remove barriers
- **People Management:** Ability to improve performance and satisfaction. Models high professional standards and motivates excellence in others
- **Communication:** Ability to listen, adapt, persuade and transform. Gains trust of peers, partners, clients by presenting complex concepts in practical terms to others
- **Delivery:** Ability to get things done while exercising good judgement. Critically assesses value and relevance of existing policy / practice and contributes to enhanced delivery of products, services, and innovative solutions

Functional Competencies:

Advocacy: Originate: Catalyzes new ideas, methods, and applications to pave a path for innovation and continuous improvement in professional area of expertise

Building Strategic Partnerships: Originate: Catalyzes new ideas, methods, and applications to pave a path for innovation and continuous improvement in professional area of expertise

Job knowledge: Originate: Catalyzes new ideas, methods, and applications to pave a path for innovation and continuous improvement in professional area of expertise

Client Orientation: Originate: Catalyzes new ideas, methods, and applications to pave a path for innovation and continuous improvement in professional area of expertise

II. Education: Degree in communications, media relations, journalism, publishing

III. Experience:

5 years of relevant experience at the national or international level in public relations, communications or advocacy. Previous experience with a multilateral or international organization is helpful but not mandatory. Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems. Knowledge in storytelling and social media branding.

I. LANGUAGE REQUIREMENTS:

Fluency in English and Arabic (written and spoken) is essential

II. SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENTS:

- Daily Fee. Consultant 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
- Payments shall be made based on approved invoices indicating number of working days spent for each specific assignment, upon verification of completion of deliverables and approval by the IC’s supervisor
- The contract price is fixed regardless of changes in the cost components or schedule of the assignment.
- For contract purposes “daily” would be understood as 8 hours of work, and “half-day” as 4 hours of work.
- Daily Fee will be the basis for UNDP to calculate rates below one-day duration: half-day rate will be 50% of the daily fee.
- Payments shall be made based on satisfactorily achieved deliverables under each assignment and submission of the approved invoice indicating a number of working days spent for each specific assignment, upon verification of completion of deliverables and approval by the IC’s supervisor of each assignment.
- UNDP reserves the right to rescind the agreement during that period should the performance of the consultant not meet its requirements UNDP shall directly contract the consultant based on its need to carry out those activities. A specific Term of Reference (TOR) outlining the outputs for each assignment shall be provided and an Individual Contract/Purchase order shall be issued to the consultant, detailing the time frame.

Evaluation method:

III. TECHNICAL EVALUATION CRITERIA: (70%)

- Only those applications which are responsive and compliant will be evaluated.
- Offers will be evaluated according to the Combined Scoring method – where the qualifications will be weighted at 70% and the financial offer (based on a quoted all-inclusive daily fee) will be weighted at 30%.
- The technical criteria (education, experience, language) will be based on maximum 70 points. Only the candidates that have achieved a minimum of 49 points of the technical criteria will be deemed technically qualified and be requested to submit a financial proposal.
- Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP.

The candidates who are shortlisted will be assessed and scored against the following evaluation criteria.
Evaluation of Candidates (max 100 points):

Technical Criteria	Weight	Max point
A degree on Communications, media relations, journalism, publishing		20
Fluency in English and Arabic (written and spoken) is essential		30
Proven experience of communications with the Government, Private Sector, or International Organizations		30
Good understanding of new and evolving technologies and digital platforms; Good command of an animation editing software		20
Total		100

IV. FINANCIAL EVALUATION (30%)

For those offers considered in the financial evaluation, the lowest price offer will receive 30 points. The other offers will receive points in relation to the lowest offer, based on the following formula: $(PI / P_n) * 30$ where P_n is the financial offer being evaluated and PI is the lowest financial offer received.

V. FINAL EVALUATION

The final evaluation will combine the scores of desk review and financial proposal with the following weights assigned to each: Individual consultants will be evaluated based on the cumulative analysis methodology (weighted scoring method), where the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

Responsive/compliant/acceptable; and Having received the highest score out of a pre-determined set of technical and financial criteria specific to the solicitation.

✓ Technical Criteria weight: [70%]

✓ Financial Criteria weight: [30%]

VI. Recommended Presentation of Offer:

Recommended Presentation of Offer Interested individual consultants must submit the following to demonstrate their suitability for the assignment.

- Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- Personal **CV or UNDP P11**, indicating all past experience from similar projects, as well as, the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. If an Offeror is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement(RLA), the Offeror must indicate at this point and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.
- Communications Portfolio**, including a,) a brief description of why the individual considers her/himself as the most suitable for the assignment; and b) at least two examples of mastery of communications products performed in the last 1-3 years.