



Terms of References

I. Position Information

Service/work description	: Recruitment of Individual Consultant for communication strategy and implementation for the Business Emergency Unit
Project/program Title	: Supporting an Inclusive and Multi-Sectoral Response to COVID-19 and Addressing its Socio-Economic Impact in Ethiopia
Post Title	: National Consultant (IC), Communication Expert: Business Emergency Unit (BEU)
Consultant Level	: Specialist
Duty Station	: Addis Ababa at JCC Office
Required Number	: Eleven
Expected duration	: 6 months
Starting Date	: Immediately after signing of the contract

II. Background and Context

COVID-19 is now a global pandemic sowing death and causing enormous disruption to lives as well as social and economic systems. Ethiopia like other countries around the globe has also been battling to contain the spread of COVID-19. Following the first case, the government of Ethiopia have adopted a number of measures to reduce the spread including the setting up an inter-ministerial task force chaired by the Prime Minister; the activation Emergency Operations Centre (EOC). It has also prepared a National Emergency Response Plan (NHRP) costed at USD 1.6 billion for 3 months (released on 1 April); imposed a State of Emergency (effective 8 April); expanded testing sites across the country; encouraged local production of essential supplies; and taken a host of policy and budgetary measures to respond to the pandemic.

UNDP has been supporting the government in its responses and has developed offers which is anchored in the core premise of strengthening rather than supplanting country capacity to handle the pandemic in ways addresses immediate needs while generating a stream of benefits beyond current challenges. Within the framework of the broader UN response, UNDP seeks to scale up its ongoing support to government focusing on high priority policy and advisory support for assessment and planning; continuity of critical government functions; mitigation of the social impact of the virus; and the reinforcement of social capital to fight the pandemic. These areas are broadly interlinked in three outputs including: strengthening the health systems; ensuring inclusive and integrated crisis management and responses; and addressing the socio-economic impact of COVID-19 including livelihoods improvement with a major focus on enterprises development (MSMEs) and jobs creation. Addressing these will contribute to containing the spread of COVID-19 and strengthen resilience of communities.

UNDP's approach to support MSMEs and the jobs within is to help the MSMEs in Ethiopia to *prepare, respond*

and recover. The overall approach to supporting MSMEs centres around 5 pillars – 1) provide forward-looking market intelligence, 2) facilitate market access and build inclusive markets including with Multinational Corporations - 3) accelerate digital transformation, 4) deploy financing for MSMEs and local govts with UNCDF, and 5) strengthen ecosystems for MSMEs to survive and grow.

Pillars support to MSMEs include response in a short term (3-6 months) and recovery (6-18 months). Under the response intervention the following outputs are identified: The objectives during the emergency phase are to provide businesses the financial space, keep them out of bankruptcy, reduce the jobs lay-off, and prepare for them to resume their economic activities once the crisis is over. During the emergency phase, the support will be provided to as many businesses as possible to help firms retain workers, with a prioritisation of strategic industries and strategic firms

- **Operations and Viability of At-Risk MSMEs Secured:** Providing businesses, including MSMEs, financial support under different modality and Protecting the health and safety of retained workers
- **MSMEs Repurposed to Support the Response to COVID-19:** support in shifting production and supply of materials with high demand in the market for COVID-19 response, support to enter into a new market for MSMEs and cooperatives to retain and perhaps even create jobs and address environmental concerns focusing on management of waste from quarantine and isolation centres with dedicated waste receptacles, incineration mechanisms (where needed), and dedicated training for waste collectors on handling various waste streams such as medical and hazardous wastes, occupational safety and hygiene, as well as support MSMEs to work on social safety nets.

The recovery phase intervention outputs are designed in the following areas: The objective during the recovery phase is to help targeted high-growth firms, for them to quickly recover from the crisis and adjust to the new market dynamics by providing them financial and technical support.

- **A Single, Empowered, Institutional Champion in Government for MSMEs Established:** support on establishment of focal institution that can advocate for MSMEs and provide authoritative direction on policy, legal, institutional, financial and development issues,
- **Strengthening Horizontal and Vertical Integration of MSMEs in Value Chains**
- **Strengthened Enabling Environment and Operational Capabilities**

The governance arrangement of the support implementation is to have a Macro team, National steering Group (NSG), an Advisory Group, Socio-Economic Response and Recovery Technical Team (SERRTT) and Business Emergency Unit (BEU).

The **Business Emergency Unit (BEU)** - embedded under JCC structures- will report to NSG while regularly interfacing with SERRTT on technical and coordination matters. The core functions of the BEU would be to:

- ⇒ **Service-delivery functions** which include processing businesses application and delivering services through different channels (government, financial institutions, or BDS providers). This includes maintaining a major national portal providing information on support available from the GoE, an application window for support, a central database for delivery management and a reporting and visualization tool on the use of funds.
- ⇒ **Supportive functions** which include communication to businesses and to the public, and budget monitoring.

- ⇒ **Managerial functions** which include the daily monitoring of the processes and their efficiency (notably through KPIs, and a close follow-up of the service delivery functions), a coordination and reporting function (notably to other institutions and committees), and a management function for overall supervision of the BEU.

The **Business Emergency Unit (BEU)** to be established at Job Commission Center (JCC)-serving as a secretariat for the COVID response and recovery measures. In the long run, entities need to set up their own 'implementation teams' to ensure their response and recovery work is properly integrated with the respective institutions plans and programmes. Thus, this position is recruited for the business emergency unit to be part of the team to make the unit a success.

The job holder will be stationed at the JCC BEU and directly accountable to the Project lead who engages with the relevant directorates on a day to day basis.

III. Scope of expected services

The Communication Expert will be responsible for designing and implementing communication campaigns to businesses, to ensure a good outreach of the COVID-19 support programme. This would include TV and radio spots, campaigns on social media, and visual campaigns in main cities. The Communication expert will be also responsible for updating the online platform and communicating information about the programme outreach and process.

Specifically, the communication expert shall have the following duties and responsibilities:

- Develop communication campaigns to ensure a high outreach of the programme to businesses
- Implement the communication campaigns and monitor their impact
- Strategically communicate on the programme and its milestones on social media and interact with businesses online
- track media coverage and following current trends to further enhance the Commission's visibility
- build positive relationships with journalists, stakeholders and the public
- prepare and submit regular reports

IV. Expected Deliverables

- Designing communication strategies and tools for implementation campaigns to businesses, to ensure a good outreach of the COVID-19 support programme.
- Updating the online platform and communicating information about the programme outreach and process.
- Developing communication campaigns to ensure a high outreach of the programme to businesses
- Design KPI to measure effectiveness of the communication strategy and implementation
- Implement the communication campaigns and monitor their impact
- communication on the programme and its milestones on social media and interact with businesses online
- Track media coverage and following current trends to further enhance the Commission's visibility
- Building positive relationships with journalists, stakeholders and the public
- prepare and submit regular reports on the progress and effectiveness of the communication strategy implementation
- Prepare and submit progress report fortnightly on the IC work progress

V. Institutional arrangement/ reporting relationships
<ul style="list-style-type: none"> a. JCC will directly supervise the Contractor, and will be directly responsible to the Delivery Assurance and Capacity Development Directorate of JCC. The contractor is accountable to the Project lead in the BEU. The contractor will deliver fortnight performance delivery report to the directorate though the project lead and the directorate will send approval letter attaching the progress reports monthly to UNDP CO for payment b. The progress report to be submitted fortnightly should entail planned activities, tasks accomplished as per the plan, additional tasks accomplished, reasons for lagging from the plan if any, problem c. The Contractor is expected to liaise/interact/collaborate/meet with in the course of performing the work with MOTI, Tax offices and other government stakeholders and with donors including UNDP. d. JCC will provide office facilities and necessary support for the efficient delivery of the tasks.
V. Logistic and administrative support to the prospective IC
Secretarial services and I transport service for work related activities will be arranged by JCC as required
VI. Qualification of the successful IC
<ul style="list-style-type: none"> a. Education: Bachelor's Degree or Masters in Communication, Journalism or related field b. Experience: Minimum of 5 years relevant experience in a communications and public relation role c. Language: Fluency in English and Amharic d. Functional Competencies: <ul style="list-style-type: none"> ➤ Knowledge Management and Learning <ul style="list-style-type: none"> • Shares knowledge and experience • Actively works towards continuing personal learning, acts on learning plan and applies newly acquired skills ➤ Development and Operational Effectiveness <ul style="list-style-type: none"> • Ability to perform a variety of specialized tasks related to Results Management, including support to design, planning and implementation of project, managing data, reporting ➤ Self-Management <ul style="list-style-type: none"> ○ Focuses on result for the client and responds positively to feedback ○ Consistently approaches work with energy and a positive, constructive attitude ○ Remains calm, in control and good humored even under pressure ○ Demonstrates openness to change and ability to manage complexities e. Core Competencies: <ul style="list-style-type: none"> • Excellent proficiency in written and spoken Amharic and English • Deep understand of the public sector and its dynamic nature • Experience in translating, copywriting and editing in both Amharic and English • Experience in photography and photo editing software • Proficient in Microsoft Office products, content management systems, and social media platforms • Proficiency in design and publishing software is a plus

f. Corporate **Competencies:**

- Demonstrates commitment to Ethiopian Job Creation Commission mission, vision and values
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability

Important Note:

The Consultant is required to have the abovementioned professional and technical qualifications. **Only the applicants who hold these qualifications** will be shortlisted and contacted.

VIII. Criteria for selecting the best offer

Upon the advertisement of the Procurement Notice, qualified Individual Consultant is expected to submit both the Technical and Financial Proposals. Accordingly; Individual Consultants will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
 - a. Technical Criteria weight is **70%**
 - b. Financial Criteria weight is **30%**

Criteria	Weight	Max. Point
Technical Competence (based on CV and Proposal)	70%	100
▪ Criteria a. Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization & completeness of the proposal		50 pts*
▪ Criteria b. Qualification		20
▪ Criteria c. Experience in similar assignments		20
▪ Criteria d. Demonstration of functional and core competencies		10
Financial (Lower Offer/Offer*100)	30%	30
Total Score	Technical Score * 70% + Financial Score * 30%	

IX. Payment milestones and authority

Payments will be made monthly when the fortnights progress reports are submitted and approved and sent to UNDP by the JCC directorate

The prospective consultant will indicate the cost of services for full time monthly service and each deliverable in US dollars **all-inclusive¹ lump-sum contract amount** when applying for this consultancy. The consultant will be paid based on the effective UN exchange rate (where applicable), and only after approving authority confirms the successful completion of each deliverable as stipulated hereunder.

The qualified consultant shall receive his/her monthly service fees upon certification of the completed tasks satisfactorily.

X. Recommended presentation of technical proposal

For purposes of generating quotations whose contents are uniformly presented and to facilitate their comparative review, a prospect Individual Contractor (IC) is given a proposed **Table of Contents**. Therefore prospective

¹ The term "All inclusive" implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal

Consultant Proposal Submission must have at least the preferred contents which are outlined in the IC Proposal Submission Form incorporated hereto.

Proposed Table of Contents	Page
TECHNICAL PROPOSAL COVER PAGES	
Cover Page	
Cover Letter	
SECTION I. TECHNICAL PROPOSAL SUBMISSION FORM	
1.1. Letter of Motivation;	
1.2. Past Experience in Similar Consultancy and/or Projects	
1.3. List of Personal Referees	
SECTION II. ANNEXES	
Annex a. Duly Signed Offeror's Letter to UNDP confirming Interest and availability (use the template hereto).	
Annex b. Duly Signed CV	

This TOR is approved by:

Name:

Designation:

Signature: _____

Date Signed: