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ETHIOPIA

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## TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF INDIVIDUAL CONTRACTOR (IC)

### GENERAL INFORMATION

**Services/Work Description:** Recruitment of Individual Consultant for Communication and Media Advisor for Ethiopian Human Rights Commission (EHRC)

**Project/Program Title:** GOVERNANCE AND DEMOCRATIC PARTICIPATION PROGRAMME (GDPP)

**Post Title:** National Consultant (Communication and Media Advisor)

**Consultant Level:** Level B

**Duty Station:** Addis Ababa, Ethiopian Human Rights Commission (EHRC) office

**Expected Places of Travel:** Travel as needed to the regions taking into consideration the restrictions imposed in relation to COVID 19 Response

**Duration:** 12 months

**Expected Start Date:** Immediately after Signing the Contract

### I. BACKGROUND / PROJECT DESCRIPTION

Ethiopia has recently embarked on a process of reforming governance institutions and strengthening the democratization process in the country. Capacitating the governance architecture, enhancing the capacity and credibility of its governance and democratic institutions and ensuring citizen's confidence and participation in the process are important prerequisites for a sustainable development, and peaceful and stable society. In view of the country's context and bold development transformation vision, it is important that deliberate efforts are made to broaden space for citizen engagement and participation in the development and governance processes to create a sense of shared prosperity, strengthen social cohesion and sustain peace and stability. Such efforts will also help to increase government effectiveness, improve public governance and state-building.

Cognizant of these realities, and in response to the government's request for support, UNDP Ethiopia Country Office has been implementing the Governance and Democratic Participation Programme (GDPP) since 2017. The main objective of the programme is to support the country to sustain efforts towards strengthening institutional capacities and frameworks for strengthening good governance, human rights, rule of law and deepening democratic participation in Ethiopia.

The Ethiopian Human Rights Commission- a key Implementing Partner Of GDPP requested UNDP to hire a Communication and Media Advisor. The Communication and Media Advisor is responsible for developing and maintaining the EHRC's website and other digital tools to enable the Commission to communicate effectively with targeted audiences.

The Communication and Media Advisor will support in identifying the current communication, media and campaigns issues, developing a communication, media and campaigns strategy and implementation plan. In addition, she/he will be responsible for building the capacity of staff to use digital tools and technologies to communicate with their audiences.

### II. SCOPE OF THE WORK

- Lead the development of digital media policies, strategy, digital communication campaigns and further develop the use of social media throughout the Commission;
- Provide strategic advice to EHRC on communication, media and current media trends, including trends in social media channels;
- Support the development of internal and external communication and media strategy, guidelines and implementation plan;
- Supervise and manage the relaunch of EHRC's website, make regular updates and develop guidelines for updating content;
- Proactively create web-friendly messages and editorial content (stories, photos, advocacy images, campaigns, audio, video, infographics, etc. in cooperation with other staff members and adapt for media pitching, web and social media, posting to respective channels, and EHRC's website.
- Use EHRC's existing social media channels and create new ones to reach out the online community, particularly young people to entrench a culture of human rights, enhance EHRC's visibility and actively engage the audience;
- Generate and analyse reports on web traffic and KPIs using social media focused analytics channels;
- Support in identifying media issues, prepare media messages, assess appropriate media for communicating those messages, including social media and facilitate the process of disseminating/communicating those messages;
- Lead the dissemination of public statements and reports published by the Commission in different languages using social media platforms; ensure key deadlines are met for the dissemination of time-sensitive content;
- Monitor the media landscape and maintain records of media coverage, including social media platforms;
- Support in enhancing collaboration and partnership with media houses and CSOs to help advancing culture of human rights and coverage of relevant EHRC's activities and initiatives;
- Proactively build and maintain technical skills and competencies of communication teams at the Head and branch offices in the effective use of various digital tools through coaching, mentoring and other developmental opportunities;
- Support in identifying and making use of opportunities to enhance EHRC's brand, reputation and visibility;
- Perform any other duties as requested by the line manager;

### **III. EXPECTED OUTPUTS AND DELIVERABLES**

- a. Digital media policies and strategies developed;
- b. Contributed to communication and media strategy and implementation guideline;
- c. Increased social media presence of EHRC;
- d. The re-launch of EHRC's website completed;
- e. Public statements and media messages in different languages;
- f. At least 5 staff member of the commission received technical trainings on use of digital media;
- g. Detailed workplan for the duration of the consultancy;
- h. A monthly report on progress and challenges.

### **IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS**

- a. The Communication and Media Advisor will report to the Senior Advisor Media and Communication; occasionally liaising with the Governance Team within UNDP;
- b. The Communication and Media Advisor will closely work with relevant staff within the Commission;
- c. The Communication and Media Advisor will be expected to work with different media houses and CSO's
- d. The Communication and Media Advisor will be expected to submit monthly progress report to EHRC and UNDP.

### **V. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC**

The Communication and Media Advisor will be expected to work from the Ethiopian Human Rights Commission office in Addis Ababa, with field trips to branch offices in the regions, upon request and facilitation by EHRC

## **VI. DURATION OF THE WORK<sup>1</sup>**

The duration of the assignment is for one year depending on the approval of the next GDDP work plan of EHRC with UNDP.

## **VII. QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR (IC)**

### **a. Education:**

- Degree in Journalism/Communication, marketing or social sciences. Masters or post graduate degree in communications and media will be an added advantage

### **b. Experience:**

- At least 8 years of experience in media and communication including digital and social media communications;
- Demonstrated knowledge of digital communications channels and methods;
- Demonstrated ability in strategic planning, and providing advisory services;
- In-depth knowledge and understanding of social media platforms and their respective audiences (Facebook, Twitter, YouTube, etc.) and how they can be used in different scenarios;

### **c. Language:**

- Excellent written and verbal communications skills in Amharic and English, and an ability to produce concise, analytical and good quality documents, information for a variety of audiences and communicate good practices. Knowledge of other local languages is an advantage;

### **d. Functional Competencies:**

- Ability to convey messages for different audiences in social media-friendly formats;
- Strong inter-organisational skill such as networking, negotiation and communication;
- Commitment to the promotion and protection to human rights;
- Willing and able to travel to field locations as required;
- Strong computer skills and social media skills;
- Women candidates are encouraged to apply;

### **e. Core Competencies:**

- Demonstrates integrity by modelling the EHRC and UN's values and ethical standards
- Promotes the vision, mission, and strategic goals of EHRC and UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favouritism;
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

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<sup>1</sup> The IC modality is expected to be used only for short-term consultancy engagements. If the duration of the IC for the same TOR exceeds twelve (12) months, the duration must be justified and be subjected to the approval of the Director of the Regional Bureau, or a different contract modality must be considered. This policy applies regardless of the delegated procurement authority of the Head of the Business Unit.

**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
<b>Technical Competence (based on CV, Proposal and interview (if required))</b>	<b>70%</b>	100
▪ <b>Criteria a.</b> Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization & completeness of the proposal		50 pts*
▪ <b>Criteria b.</b> Relevant experience on media and communication		10 pts**
▪ <b>Criteria c.</b> Relevant experience on designing strategies and policies for digital media		5 pts **
▪ <b>Criteria d.</b> Ability to use various social media platforms		5 pts**
<b>Financial (Lower Offer/Offer*100)</b>	<b>30%</b>	30
<b>Total Score</b>	<b>Technical Score * 70% + Financial Score * 30%</b>	

**IX. PAYMENT MILESTONES AND AUTHORITY**

The prospective consultant will indicate the cost of service for one month in ETB all inclusive lump-sum Contract amount when applying for this consultancy. The consultant will be paid based on effective UN exchange rate (where applicable) and only after approving authority confirms the successful completion of the tasks stipulated on the ToR and detailed workplan for the consultant to be developed in consultation with the EHRC.

Professional fee will be effected distributed equally across 12 months. The consultant will be required to submit to UNDP monthly performance report which should be cleared by EHRC that will be considered as invoice to initiate payment.

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


**XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS**

The Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent.

Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.

Existing literature or documents that will help Offerors gain a better understanding of the project situation and the work required should be provided as annex/es to the TOR, especially if such literature or documents are not confidential.

**This TOR is approved by:**

<b>UNDP:</b> <b>Name:</b> Shimels Assefa  <b>Designation:</b> Team Leader, Governance and Capacity Development Unit (UNDP)  <b>Signature:</b> _____  <b>Date Signed:</b>	<b>EHRC:</b> <b>Name:</b> Daniel Bekele  <b>Designation:</b> Chief Commissioner  <b>Signature:</b>   <b>Date Signed:</b> 18 May 2020
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