



UNITED NATIONS DEVELOPMENT PROGRAMME TERMS OF REFERENCE

I. Position Information

Position Title:	TICAD Communication Consultant
Agency:	UNDP Regional Bureau for Africa
Reports to:	TICAD Programme Specialist
Type of Contract:	Individual Contract (IC)
Languages Required:	English
Starting Date:	15th November 2020
End date:	31st January 2021
Duration of contract:	2.5 months
Location:	Home based

II. Organizational Context

1. Background

With the extensive network of Country Offices, expertise in key development areas such as Poverty Eradication and Inclusive Growth, Good Governance, Environment and Climate Change, Crisis Prevention and Recovery, and Gender, as well as the integrator role for UN development assistance, UNDP has been partnering with Japan to support and enhance the Tokyo International Conference on African Development (TICAD), initiated in 1993, as one of the key forum for the advancement of dialogue and collaboration on African development. UNDP, as one of the co-organizers of TICAD along with Japan, UN-Office of Special Adviser on Africa (OSAA), the World Bank and African Union Commission (AUC), has hosted a Special Unit for TICAD, which has been progressively integrated into the UNDP Regional Bureau of Africa (RBA) with a view to enhancing integrated UNDP support for the TICAD process. Through the Special Unit for TICAD, UNDP has consistently supported the successful expansion and evolution of the TICAD process and provided critical support in all relevant areas, including strategic, substantive, programmatic, technical and operational.

Since the first TICAD welcomed 1,000 participants in Tokyo in 1993, TICAD has steadily grown into a major global platform for African development. Most recent TICAD VI, the first TICAD summit held in Africa (Nairobi, Kenya), brought together 11,000 high level participants, the largest ever recorded. Since then, two follow-up Ministerial meetings were held respectively in Maputo, Mozambique in August 2017 and in Tokyo, Japan in October 2018. UNDP's contributions to this success, including the critical role it played to ensure the success of TICAD VI, are highly appreciated by wide-ranging stakeholders.

The successful TICAD VII co-organized by the government of Japan, AUC, UNOSAA, World Bank and UNDP, that closed on the 30th August 2019 in Yokohama showcased the consolidation of partnerships between Japan and African countries. Japan welcomed around 10,000 representatives from 53 African Union Member States, including 42 Heads of States, regional and international organizations, the private sectors of both Africa and Japan, parliamentarians, civil society organizations and development partners from around the world.

The discussions centered on the theme of "Advancing Africa's Development through People, Technology and Innovation", and at the end of the conference, the Yokohama Declaration and Yokohama Plan of Action 2019 was adopted by Japan and African Union Member States. The declaration confirmed the commitments of the Japanese government and the African Union member states to the African development agenda under the three pillars: 1) Accelerating economic transformation and improving business environment through innovation and private sector engagement; 2) deepening sustainable and resilient societies; and 3) strengthening peace and stability.

Building upon TICAD VII key achievements, UNDP TICAD Unit aims to provide focused support in following areas to ensure timely implementation of TICAD7 follow-up actions in the areas of ; i) Advocacy events ii) Promotion of Peace and Stability (NAPSA) and iii) UNDP-Japan funded project oversight.

III. Duties and Responsibility

Under the overall guidance of the RBA TICAD Programme Adviser and the supervision of the TICAD Partnership Specialist in Tokyo and TICAD Programme Specialist in NY, and in close collaboration with the communication team of RBA as well as the Representation Office in Tokyo, the TICAD Communication Consultant is expected to perform the following duties.

1. Provide support to advocacy event related communication through production of flyer, and post-event story and logistic support to these events.
2. Support expansion of TICAD related communication
3. Strategize the UNDP-JAPAN funded project communication
4. Promote KM product in relation with TICAD flagship initiatives (e.g. NAPSA, SAHEL, Peace and security) etc.

1) Provide support to advocacy event related communication in Japan.

- Support pre-advertisement and post-story of the events during the period of assignments. Drafting narratives for the pre-advertisement and drafting stories of events. These include but not limited to:
 - Africa Business Seminar to be organized on 20th November 2020
 - AFRI CONVERSE in October (post-report only)
 - AFRI CONVERSE in December
- Provide logistic support to the above events

2) Support expansion of TICAD related communication.

- Set-up and create TICAD Adviser twitter account, draft messages, maintain and update the twitter account.
- Strategize the effective use of social medias (e.g. TIK TOK, Facebook, and Instagram) in the promotion of TICAD platform.
- Minimum 1 story with focus on outcomes of UNDP-JICA-JETRO tripartite agreement and other TICAD 7 priority areas.
- Improve the visibility of TICAD 7 support to African and Japanese business community.

3) Strategize the UNDP-JAPAN funded project communication.

- Re-design and update the TICAD space within UNDP Africa by uploading relevant documents, stories, event news etc.
- Elaborate a bulletin or factsheet highlighting the UNDP-JAPAN project results.
- Consolidate photos, video, stories etc showcasing the UNDP-JAPAN project results

4) Promote KM product in relation with NAPSA, SAHEL, Peace and security, etc.

- Elaboration and dissemination of communication products related to NAPSA.
- Capture and promote the success story of NAPSA, SAHEL, Peace and Security, etc.

IV. Corporate Competencies:

IV. Competencies and Selection Criteria	Description of Competency at Level Required (For more comprehensive descriptions please see the competency inventory)
In this section list all core competencies as well as the most relevant technical/functional competencies the role will require along with the appropriate level. A Detailed list of competencies can be accessed through the following link: https://intranet.undp.org/unit/ohr/competency-framework/SitePages/Home.aspx	
Core	
Innovation <i>Ability to make new and useful ideas work</i>	Level 4: Adept with complex concepts and challenges convention purposefully
Leadership <i>Ability to persuade others to follow</i>	Level 4: Generates commitment, excitement and excellence in others
People Management <i>Ability to improve performance and satisfaction</i>	Level 4: Models independent thinking and action
Communication <i>Ability to listen, adapt, persuade and transform</i>	Level 4: Synthesizes information to communicate independent analysis
Delivery <i>Ability to get things done while exercising good judgement</i>	Level 4: Meets goals and quality criteria for delivery of products or services
Technical/Functional	Detailed list of competencies can be accessed through https://intranet.undp.org/unit/ohr/competency-framework/SitePages/Home.aspx and hiring managers are encouraged to familiarize themselves for more information
Primary	
UN System <i>Knowledge of the UN System and ability to apply to strategies and/or practical situations.</i>	Level 4: Apply & Adapt: Contributes skills and knowledge with demonstrated ability to advance innovation and continuous improvement, in professional area of expertise
Representation <i>Ability to productively share UNDP knowledge and activities (at UN and other venues)</i>	Level 4: Apply & Adapt: Contributes skills and knowledge with demonstrated ability to advance innovation and continuous improvement, in professional area of expertise
Relationship management/partnerships <i>Ability to engage with other parties, agencies, donors, and other development stakeholders and forge productive working relationships</i>	Level 4: Apply & Adapt: Contributes skills and knowledge with demonstrated ability to advance innovation and continuous improvement, in professional area of expertise
Brief and Speech Writing <i>Ability to prepare quality briefs and/or speeches</i>	Level 4: Apply & Adapt: Contributes skills and knowledge with demonstrated ability to advance innovation and continuous improvement, in professional area of expertise
Secondary	
Quality Assurance <i>Ability to perform administrative and procedural activities to ensure that quality requirements and goals are fulfilled</i>	Level 4: Apply & Adapt: Contributes skills and knowledge with demonstrated ability to advance innovation and continuous improvement, in professional area of expertise
Negotiation <i>Ability to reach an understanding, resolve point of difference, or gain advantage in the outcome of dialogue</i>	Level 4: Apply & Adapt: Contributes skills and knowledge with demonstrated ability to advance innovation and continuous improvement, in professional area of expertise
Crisis Assessment <i>Ability to use methods and tools to determine impact of various elements for crisis and post crisis situations</i>	Level 4: Apply & Adapt: Contributes skills and knowledge with demonstrated ability to advance innovation and continuous improvement, in professional area of expertise
Results-based Management <i>Ability to manage programmes and projects with a strategy aimed at improved performance and demonstrable results</i>	Level 4: Apply & Adapt: Contributes skills and knowledge with demonstrated ability to advance innovation and continuous improvement, in professional area of expertise

V. Recruitment Qualifications	
Education:	<ul style="list-style-type: none"> Master's degree in journalism, mass communication or its equivalent in relevant field.
Experience:	<ul style="list-style-type: none"> Minimum of 7 years of relevant experience in international development in writing, design and communication production Proven experience on the social media platform Experience in working with national and international medias is a strong asset Working experience in writing stories related to UN agencies is a strong asset Familiarity with TICAD is a strong asset
Language Requirements:	<ul style="list-style-type: none"> Fluency in English. Japanese is an asset.

Financial Proposal

Consultant must send a financial proposal based on Lump Sum Amount with detailed breakdown. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR.

The contract amount will be fixed regardless of extension of the herein specified duration. Payments will be done three times upon completion of the deliverables 1), 2) and 3).

Milestone	Payment
1) Deliverables as specified below by 30 November 2020 <ul style="list-style-type: none"> Elaborate a work plan for deliverables of 1-5 and establish a unique system to archive of photos, video, success stories etc for deliverables 1-5 Post-event report on AFRI CONVERSE 03 List of subjects for Twitter, Facebook, TIK TOK content to be released at least twice a month on the relevant subjects. 	20 % of the contract amount upon satisfactory completion of the deliverable.
2) Deliverables as specified below by 31 December 2020 <ul style="list-style-type: none"> Pre-advertisement and post-story in English on Africa Business Seminar on 20th November 2020 List of subjects for Twitter, Facebook, TIK TOK content to be released at least twice a month on the relevant subjects. Provide a training session to TICAD unit on the effective use of different social medias as well as maintaining Twitter account. 	30 % of the contract amount upon satisfactory completion of the deliverable.
<ul style="list-style-type: none"> Deliverables as specified below by 31 January 2021 Pre-advertisement and post-story of the AFRI CONVERSE 04 in December 2020 (tbc) List of subjects for Twitter, Facebook, TIK TOK content to be released at least twice a month on the relevant subjects. 1 story with focus on outcomes of UNDP-JICA-JETRO tripartite agreement and other TICAD 7 priority areas is developed. TICAD website is renewed and all contents (advocacy, partnership, UNDP-Japan project collaboration, etc) are updated. Design on the project's E-newsletter/news/annual report. Minimum 2 stories with focus on NAPSA project in South Africa including JSB 2019 projects Minimum 1 special edition consolidating UNDP-Japan collaboration in the Sahel, and Peace and security etc. 	50 % of the contract amount upon satisfactory completion of the deliverable.

VI. Deliverables		
Deliverables	Description	Approx. date of output

Overall	<ul style="list-style-type: none"> Elaborate a work plan for deliverables of 1-5 Put in place a system to archive of photos, video, success stories etc for deliverables 1-5. 	20 th November 2020 31 st January 2021
1	<ul style="list-style-type: none"> Post-event report of AFRI CONVERSE 03 Pre-advertisement and post-story on Africa Business Seminar on 20th November 2020 Pre-advertisement and post-story of the AFRI CONVERSE 04 in December 2020 (tbc) 	20 th November 2020 10 th December 2020 15 th January 2021
2	<ul style="list-style-type: none"> List of subjects for Twitter, Facebook, TIK TOK content to be released at least twice a month on the relevant subjects in relation to TICAD. Provide a training session to TICAD unit on the effective use of different social medias as well as maintaining Twitter account. 1 story with focus on outcomes of UNDP-JICA-JETRO tripartite agreement and other TICAD 7 priority areas is developed. 	15 th December 2020 15 th December 2020 31 st January 2021
3	<ul style="list-style-type: none"> TICAD website is renewed and all contents (advocacy, partnership, UNDP-Japan project collaboration, etc) are updated. Design on the project's E-newsletter/news/annual report. 	15 th January 2021 31 st January 2021
4	<ul style="list-style-type: none"> Minimum 2 stories with focus on NAPSA project in South Africa including JSB 2019 projects Minimum 1 special edition consolidating UNDP-Japan collaboration in the Sahel, and Peace and security etc. 	31 st January 2021 31 st January 2021

Evaluation

Cumulative analysis:

The proposals will be evaluated using the cumulative analysis method with a split 70% technical and 30% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract. Applications will be evaluated technically, and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below.

When using this weighted scoring method, the award of the contract may 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 weighting; 70%

* Financial Criteria weighting; 30%

Only candidates obtaining a minimum of 49 points in the Technical Evaluation would be considered for the Financial Evaluation. Interviews may be conducted as part of technical assessment for shortlisted proposals

Criteria	Points	Percentage
Technical criteria		70%
i. Qualification		10%
<ul style="list-style-type: none"> Master's degree in journalism, mass communication or a closely related field or equivalent relevant work experience. 	10	
ii. Experience		50%

• Minimum 7 years of relevant experience in international development in writing, design and communication production.	15	
• Working experience in writing stories related to UN agencies	15	
• Experience in working with national and international medias	10	
• Proven experience on the social media platform	10	
• Excellent spoken and written English	10	10%
Financial Criteria – Lowest Price		30%
Total		100%

Documents to be included when submitting Consultancy

Proposals

- The following documents may be requested: Duly executed **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- **CV**
- **Technical proposal** outlining the proposed methodology and approach for completing all the tasks outlined in the TOR.
- **Sample work pieces** displaying the quality of writing in relation to the required tasks above
- **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 stipulate that arrangement at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP .

Lump-sum contracts

The financial proposal shall specify a total lump-sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in instalments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump-sum amount (including travel, living expenses, and number of anticipated working days).

Submission Instructions

Completed proposals should be submitted to undptokyo.hr@undp.org, no later than 09 November 2020 . For any clarification regarding this assignment please write to aki.kogachi@undp.org

Please be guided by the instructions provided in this document above while preparing your submission. Incomplete proposals and failure to comply with proposal submission instruction may not be considered or may result in disqualification of proposal.

UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.

CONFIDENTIALITY

Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP/TICAD. This assignment will be administrated by the UNDP/TICAD, and all relevant rules, policies and procedures will apply. The use of logo for any items/events/Labeling must be coordinated with UNDP/TICAD and the written approval must be obtained prior to any use.

All data gathered and produced under this contract and all deliverables of this contract are to be considered of propriety nature. The use, copy, publication and distribution of the entire or any portion of such deliverables without the expressed written consent of UNDP/TICAD is forbidden.

Approved by:



Izumi Morota
TICAD Programme Advisor
TICAD unit/RBA

Date: