



TERMS OF REFERENCE

Assignment Title	International Communications Consultant
Unit	Strategic Management Unit, UNDP
Type of Contract	Individual Contract (International Consultant)
Contract Period	20 December 2020 – 30 June 2021 (130 days)
Supervisor	Team Leader Strategic Results, Partnership and Innovation
Location	Yangon
Country	Myanmar

BACKGROUND

The UNDP Country Programme (CPD 2018-2022) supports the implementation of the 2030 Agenda and Sustainable Development Goals within the framework of addressing the challenges of multiple transitions in Myanmar. The current Country Programme is built on the achievements of the previous programme but represents a shift towards more integrated programming at the national and sub-national levels and support to United Nations-wide initiatives to better address the interlinkages between peacebuilding and social cohesion, governance, environment and natural resources management, resilience, urbanization and balanced and inclusive growth.

The UNDP Myanmar Strategic Management Unit (SMU) drives new ways of working through partnerships, innovation, communications, design and data visualization; coordinates quality assurance of monitoring and evaluation as well as continuous project monitoring through defined indicators; supports programme teams and CO senior management in planning and management of thematic country programme and project evaluation(s) and follow up in implementation of recommendations; and promotes evaluation standards, quality assurance/control and capacity development in the Country Office by facilitating knowledge building and management. The team strives to bring new methodologies, energy and insights into the work of the entire Country Office.

Enabling UNDP Myanmar to communicate better and more often at all levels is critical to the visibility and positioning of UNDP in Myanmar. As such, rather than communicating on behalf of the office, the communications team builds capacities and assists country office teams to communicate better with their partners, stakeholders and external audiences, striving to deliver robust internal client service as well as innovative solutions and cutting-edge communication advice and expertise.

Under the guidance and direct supervision of the Strategic Results, Partnerships and Innovation Team Leader, the Communications Consultant supports strategic communication of all country office teams, leads implementation of the corporate communications strategy, as well as provides inputs to the design, management and implementation of the Country Office communications strategies which are geared to influence the development agenda, promote public and media outreach and mobilize political and financial support for UNDP.

The Communications Consultant maintains a regular working relationship with the Regional Communications Adviser and works in close collaboration with Management, Programme Support, Programme and project teams, staff of other UN Agencies, UNDP Communications Group staff (Regional Communications Adviser and HQ) and Government officials, international and local media, subject matter experts, multi-lateral and bi-lateral donors and civil society to support successful implementation of communication strategy.

DUTIES AND RESPONSIBILITIES

Scope of Work

The scope of work is summarized in 7 deliverables:

1. Prepare a Strategic Communications Plan (SDP) for UNDP in Myanmar;
2. Create a media event to launch the new Myanmar focused Human Development Report
3. Create a "Communications for Development" plan for UNDP Project Managers and Project team leaders in Myanmar
4. Media relations: Strengthen relationships between Myanmar Media agencies and UNDP at all levels.
5. Build a sustainable, long term community of engagement between UNDP staff and partners and high-level stakeholders in Myanmar.
6. Expand and improve online and traditional media presence of UNDP in Myanmar.
7. Identify and engage with high level UNDP stakeholders, including "ministers" to assist them to actively and consistently engage in public narratives around development issues.

Expected deliverables and timeframe

#	Deliverable and description	Timeframe (to be completed by)	Payment (USD)
1.	<p>Prepare a Strategic Communications Plan (SDP) for UNDP in Myanmar</p> <p>The strategy will identify and focus on engagement of key government and community stakeholders and create opportunities for UNDP staff to engage media at all levels (national, regional and local.) The strategy must embrace traditional and new media, electronic and print, and other non-traditional forms of communications including posters, community presentations and workshops, podcasts, and creative engagement which might include theatre and culture. The strategy must include measurement and analysis options.</p>	14 days. To be delivered to SMU Team Leader by 31 December 2020.	10%
2.	<p>Create a media event to launch the new Myanmar focused Human Development Report</p> <p>Yangon based multi-media event to raise awareness about the Human Development Report and the plan to create a Myanmar HDR.</p>	31 January 2021	15%
3.	<p>Create a "Communications for Development" plan for UNDP Project Managers and Project team leaders in Myanmar</p>	28 February 2021	15%

	Based on the Strategic Development Plan (deliverable 1) a small group of selected staff will be engaged to assist with the development of a written plan to assist the broader UNDP team to implement and help meet the needs of the SDP.		
4.	Media relations: Strengthen relationships between Myanmar Media agencies and UNDP at all levels. These off-line media events will lead to a greater understanding of roles and responsibilities at UNDP, as well as the process of development, the UNDP development objectives in Myanmar. The events will strengthen personal relationships between UNDP Rep and Strategic manager and Senior media Personnel (ie: Directors, board members) at Myanmar media, as well as editors and journalists.	31 March 2021.	15%
5.	Build a sustainable, long term community of engagement between UNDP staff and partners and high-level stakeholders in Myanmar. Build capacity of UNDP staff to add value to community conversations in the traditional and new media, and begin the process of training on how to use technology to create those opportunities.	30 April 2021	15%
6.	Expand and improve online and traditional media presence of UNDP in Myanmar. Engage and train UNDP staff and stakeholders (ie NGOs) to create opportunities to expand and improve UNDP online capacity.	31 May 2021	15%
7.	Identify and engage with high level UNDP stakeholders, including "ministers" to assist them to actively and consistently engage in public narratives around development issues. Create a high level "community of interest" which will amplify UNDP messages around SDGs, human development, governance and legislation, the environment, capacity, global conversations and poverty eradication.	30 June 2021	15%

Institutional Arrangement

- The Communications consultant will report to the Strategic Results, Partnership and Innovation Team Leader.

Duration of the Work

- The assignment will take place from 20 December 2020 to 30 June 2021

Duty Station

- The assignment is based in Yangon.

COMPETENCIES

- **Advocacy** – Level: Apply and adapt
Ability to design and implement strategic short/long term campaigns and carry out customized activations to highlight UNDP's position and support issue-based advocacy.
- **Collaboration and Partnerships** – Level: Apply and adapt
Ability to develop, maintain, and strengthen partnerships with others inside (Programmes/projects) or outside the organization who can provide information, assistance, and support. Sets overall direction for the formation and management of strategic relationships contributing to the overall positioning of UNDP
- **Media Relations** – Level: Apply and adapt
Ability to form and maintain meaningful working relationships with various members of the media
- **Public Relations** – Level: Apply and adapt
Ability to manage information sharing and partnership alliances between the UNDP and the public
- **Social Media** – Level: Apply and adapt
Ability to represent and promote the UNDP brand in virtual communities / networks and promote citizen engagement in UNDP's work
- **Brief and Speech Writing** – Level: Apply and adapt
Ability to prepare quality briefs and/or speeches
- **Mentoring and Capacity Building** – Level: Apply and adapt
Ability to coach/mentor technical staff to enhance sustain capacity development

REQUIRED SKILLS AND EXPERIENCE

Educational Qualifications:

- Masters degree in media relations, journalism or related area;

Experience

- Minimum 5 years of relevant experience at the international or national level in public relations, communications, social media, ICT, knowledge management platforms and advocacy;
- Experience with training and building knowledge and develop the capacity of national and international staff;
- Strong oral and written English;
- Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems.

Language requirements

- Fluency in written English language is required.

Price Proposal and Schedule of Payments

The consultant must send a financial proposal based on the daily rate. He or she has to provide services for 20 days per month until the end of June 2021. The payment will be done monthly.

The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fee, communication costs and any other applicable cost to be incurred by the consultant in completing the assignment.

Evaluation Method and Criteria

Individual consultants will be evaluated based on **value for money and technically compliant offer**. The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as both: a) responsive/compliant/acceptable, and b) offering the best value for money.

Technical Criteria for Evaluation (Maximum 70 points)

- Relevance of education – Max 20 points
- Experience in communication - Max 30 Points
- Experience with a relevant NGO/ UN agency in a development context – Max 20 points

Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation.

Documentation required

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

- **Letter of Confirmation of Interest and Availability** using the template provided in Annex II.
- **Personal CV or [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.
- **Links to previous work**

Incomplete proposals may not be considered.

Annexes

- Annex I - [Individual IC General Terms and Conditions](#)
- Annex II – [Offeror's Letter to UNDP Confirming Interest and Availability for the Individual IC, including Financial Proposal Template](#)