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| **TERMS OF REFERENCE**  **for**  **RCO Communications Short Term Consultancy** |

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| Location: | Apia, SAMOA |
| Type of Contract: | Individual Contract |
| Post Level: | National Consultant |
| Languages Required: | English |
| Duration of Initial Contract: | 6 Months (December 2020 – May 2021). Approximately 2 days a week (Up to 50 days) |

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| 1. **BACKGROUND**   The United Nations Resident Coordinators Office (UNRCO) leads the coordination of all development programmes designed and delivered jointly by all the UN organisations based in Samoa. There are currently 11 organizations of the United Nations System or the ‘UN family’ based in Samoa. Each with different mandates, diverse legislative, governing bodies and historical roots. These organizations form the UN Samoa (Country Team) consisting of Specialized Agencies (FAO, ILO, UNESCO, WHO, WMO); Funds and Programmes (UNDP, UNCDF, UNEP, UNICEF, UNFPA); and Other Entities (UN Women).  The UNRCO supports the work of the United Nations Resident Coordinator (RC) who heads the UN multi-country office covering Cook Islands, Niue, Samoa, and Tokelau.  The UN Resident Coordinator also leads a UN Country Team of UN agencies to ensure the coordination, harmonisation, and simplification of their support to achieve national development goals. Under the leadership of the RC, the UN Country team consults with the governments to define and agree on the UN strategic responses to country development priorities.  The UNRCO coordinates activities related to common programming including Agenda 2030, joint programmes and activities and development coordination work. This is done in conformity with the objectives and priorities of the Government, and the mandates and objectives of the United Nations agencies. The RCO supports the UN Resident Coordinator in:   * Strategic Planning ; * Economics ; * Partnership and Development Finance ; * Results Management and Reporting; * Communications and Advocacy |
| 1. **PURPOSE OF CONSULTANCY ASSIGNMENT**   The UNRCO will recruit a Consultant on a short-term basis to lead, design and deliver relevant communications and advocacy activities around the UN 75 Anniversary in Samoa and the Cook Islands. In addition the consultant will be responsible for developing and updating UN/RCO graphics and information products to be used for promoting and supporting RCO data gathering in the four Pacific countries of Samoa, Cook Islands, Niue and Tokelau, andwill provide support to the RCO Communications Officer on SDG Advocacy and COVID-19. |
| 1. **SCOPE OF CONSULTANCY ASSIGNMENT.**   The Consultant is tasked to work toward the following activities and to design specific products for to raise the visibility, engagement and awareness of RCO communications products. The consultant will also lead the development and update of UN/RCO graphics for advocacy purposes.   * The Consultant will support the RCO and the RCO Communications Officer on SDG Advocacy and COVID19 messaging. * Promote and increase staff and public awareness and engagement with RCO survey materials and other relevant communications products. * Promote and encourage the participation of the citizens covered by the MCO in the online UN 75 survey and other RCO products, such as online surveys. * Any other activities within the framework of the UN 75, COVID19 and SDGs |
| 1. **EXPECTED OUTPUTS AND DELIVERABLES**  * Design and arrange for the production and printing of a UN 75 promotion materials. * Produce a short video highlighting a historic UN event or project with positive impacts on the lives of the Samoan people. * Produce a short video on the role of the UN in Samoa’s preparation for Independence. * Produce a short video featuring Human Rights activities/advocates on their vision of the UN they want and the World they need. * Develop infographics on COVID19 related messaging and advocacy relevant to Samoa, Cook Islands, Niue and Tokelau * Develop graphics for use by RCO and the UN on SDG and COVID19 advocacy  |  |  |  | | --- | --- | --- | | **Deliverables** | **Target Due Dates** | **Amount (WST)\* to be paid**  **upon UNDP Certification of Deliverable and Satisfactory Performance** | | ***Develop the following:***   * Workplan outlining the details of the activities based on discussion with the Head of RCO/ RC/ Communications Officer * Develop an information strategy to promote the data gathering exercises of the RCO in relation to COVID-19 Social and Economic Impact Assessments | 30 December 2020 | 20% of the contract cost | | ***Develop and implement the following:***   * Design and encourage the use of a UN 75 e-mail signature banner for all UN staff members to use. * Design and arrange for the production and printing of a UN 75 vinyl banners. * Produce a report of the online UN75 survey in terms of respondents, responses and next steps for the survey. * Produce and publicise a short video highlighting a historic UN event or project with positive impacts on the lives of the Samoan people. * Produce and publicise a short video on the role of the UN in Samoa’s preparation for Independence. * Produce short video featuring Human Rights activities/advocates on their vision of the UN they want and the World they need. | 31 January 2021 | 40% | | ***Develop and implement the following:***   * COVID19 and Socio-economic impact assessment infographics for Samoa, Cook Islands, Niue and Tokelau and produce 1 information “snapshot” for each of the four countries. * Support to the RCO and RCO Communications Officer on any other communications related activities * Development of graphics for UN/RCO advocacy purposes | 30 May 2021 | 40% | | **TOTAL DURATION** | **50 working days** |  |   \***Note: The local consultant will be paid in WST currency. The consultant will be paid based on completion of required deliverables per above table as approved by the Head of the RCO or the UN Resident Coordinator.** |
| 1. **REQUIRED WORKING EXPERIENCE AND KNOWLEDGE** 2. Minimum Bachelors degree in Communications, Media or any other relevant area to the outlined work 3. Minimum five (5) years of experience in communications and media work. 4. Familiarity with the UN system and how it operates within the Pacific. 5. Proven skills in the use of Creative Suite or other media design and production softwares. 6. Creativity and conceptual thinking to package messages to promote UN development programmes. 7. Be able to understand and relate to cultural thinking of target audiences. |
| 1. **INSTITUTIONAL ARRANGEMENT**   **Reporting Requirements**  Given this is a short term assignment - the TA is or is required to report on a weekly basis to the Resident Coordinator and Head of RCO/ Strategic Planner. |
| 1. **DURATION OF THE WORK**   The duration of time for the Technical assistant (TA) to provide the services will be up to 50 working days from the effective date of the contract.  The Technical assistant must submit to a work plan setting out the amount of time he/she would use on each component of the Services within the specified timeframe. The workplan must be approved by the Resident Coordinator and Head of RCO/ Strategic Planner as part of the first deliverable. |
| 1. **DUTY STATION**   For this consultancy, the TA would be required to be based at the RCO, Samoa or where this is not feasiable, the TA can work from home and communicate according to the workplan deliverables. |
| 1. **COMPETENCIES**   Corporate Competencies   * Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability * Demonstrates commitment to the UN’s mission, vision and values; * Demonstrates integrity by modelling the UN’s values and ethical standards; * Promotes the vision, mission, and strategic goals of UN; * Treats all people fairly without favouritism; * Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.   Functional Competencies   * Strong communications and advocacy skills; * Creative ideas and ability to think outside the box while maintaining cultural integrity * Shares knowledge and experience * Demonstrated knowledge and application of current international and local GBV prevention best practices * Demonstrated ability to communicate effectively with various partners including government, civil society, the private sector, UN agencies; development partners; and communities;   Leadership and Self-Management   * Focuses on result for the client responds positively to feedback * Consistently approaches work with energy and a positive, constructive attitude * Remains calm, in control and good humored even under pressure * Demonstrate openness to change and ability to manage complexities * Good inter-personal and teamwork skills, networking aptitude, ability to work in multicultural environment |
| 1. **QUALIFICATIONS AND EXPERIENCE REQUIREMENTS OF SUCCESSFUL CONTRACTOR (SHOWING ASSESSMENT VALUE)**   The consultant should have:   * Minimum Bachelors degree in Communications, Media or any other relevant area to the outlined work (25 points) * Minimum five (5) years of experience in communications and media work (20 points) * Familiarity with the UN system and how it operates within the Pacific (15 points) * Proven skills in the use of Creative Suite or other media design and production softwares (15 points) * Creativity and conceptual thinking to package messages to promote UN development programmes (10 points) * Be able to understand and relate to cultural thinking of target audiences (15 points) |
| 1. **CRITERIA FOR SELCTION OF BEST OFFER**   Offers will be evaluated according to Combined Scoring Method – where the technical criteria will be weighted a maximum of 70% (refer to section i for breakdown of technical criteria] and where the lowest financial proposal will be weighted a maximum of 30%.  Technical Evaluation Criteria will be based on the information provided in the CV and the relevant documents must be submitted as evidence to support the above required criteria. Only candidates obtaining a minimum of 70% of the total technical points will be considered the financial proposal. Interviews may be conducted as part of the technical assessment for shortlisted proposals.  Qualification and Experience – Evaluation of CVs for Shortlisting [**TOTAL 100 points**] |
| 1. **RECOMMENDED PRESENTATION OF PROPOSAL**   Complete proposals must be submitted by **30 November October 2020** electronically via email: [procurement.ws@undp.org](mailto:procurement.ws@undp.org). Please indicate for title ‘RCO Communications Short Term Consultancy’ in subject of your application. Incomplete applications will not be considered and only candidates for whom there is further interest will be contacted. Proposals must include:  Incomplete applications will not be considered and only candidates for whom there is further interest will be contacted. Proposals must include:   * CV or P11 form addressing past experience in similar project/work * 3 professional references * Financial Proposal specifying the daily rate and other expenses, if any * Letter of interest and availability specifying the available date to start and other details (Please use the template in Annex)   Queries about the consultancy can be directed to the UNDP Procurement Unit [procurement.ws@undp.org](mailto:procurement.ws@undp.org). |