

Terms of reference**GENERAL INFORMATION**

Title: Social Media Consultant

Project Name: Amplifying Youth Voice & Action to address Citizen Security & Safety

Reports to: UNDP Officer-in-Charge, Programmes Unit

Duty Station: Jamaica

Duration of Assignment: Nine (9) months

REQUIRED DOCUMENTATION FROM CONTRACTOR

X	Letter of presentation highlighting main qualifications and experience relevant to this TOR
X	CV or P11 form
X	Copy of education certificate
X	Technical Proposal
x	Sample of Work/Portfolio

I. BACKGROUND

The Amplifying Youth Voice & Action to address Citizen Security & Safety Project aims to strengthen the mechanisms which ensure youth participation in decision and policymaking through the development of an incubator for youth-led organizations. This incubator's success is hinged on partnerships and targeted capacity strengthening delivered through a coalition of diverse stakeholders from the Government, International Development community, Civil Society, Academia and the Private Sector. The incubator will be a capacity-building initiative to boost the competency of the participants in implementing youth-led citizen safety & security interventions. The youth-led organizations will also be given grants to implement community level micro-projects.

The project's result will be achieved through two key outputs:

- Output 1: Mechanisms strengthened to enable youth participation in decision making and actions to address Citizen Security & Safety
- Output 2: Youth empowered to implement innovative & sustainable solutions for Citizen Safety & Security

One of the key strategies of the Project is to engage youth through social media. As such, UNDP is seeking to engage a consultant to conceptualize and develop approved content

related to the project to be published via social media channels. The consultant's work will contribute to increased visibility, audience engagement and knowledge management.

II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

Scope of Work

In consultation with the UNDP Jamaica Multi-Country Office and the Project Team, the consultant will be expected to undertake the following tasks:

- Create and streamline approved project related content for several platforms including Facebook, Twitter and Instagram.
- Liaise and work with the youth-led organizations to produce visuals, infographics and other content for use in social media posts.
- Work with UNDP and the Project Team to develop and maintain regular content review to ensure a consistent and coherent approach to digital content and engagement based on project activities.
- Identify and apply new digital tools and best practices to deepen engagement with targeted audience;
- Actively engage with online audiences through social media channels;
- Collaborate and get approval from the UNDP Jamaica Communication Analyst for the social media calendar and content plan inclusive of content themes and all upcoming coverage schedules in accordance with the Project's implementation schedule;

The Social Media Consultant's work should be guided by UNDP's Communication guidelines and Protocols

Deliverables/ Outputs	Due Date from Consultant	Review and Approvals Required
<p>Monthly status report that should include:</p> <ul style="list-style-type: none"> • Details on the status of key activities based on agreed workplan • Contributions made to social media posts and coverage including but not limited to responses to comments and queries • Data analytics generated from social media platforms 	<p>Submit report on 30th of each month (January – September 2021)</p>	<p>UNDP Communications Analyst</p>

III. WORKING ARRANGEMENTS

Institutional Arrangement

- a) Consultant will report to the Officer-in-Charge, Programme Unit and work under the direct supervision and editorial guidance of UNDP's Communication Analyst
- b) Consultations with the UNDP Programmes Team, the Project Team, and relevant youth groups will be required to complete the scope of work.

Duration of the Work

- a) Consultant is expected to be engaged for **two days per week** over a **9-month** period
- b) The anticipated start date for the consultancy is January 2021;
- c) UNDP and relevant partners will review and provide comments on deliverables within 3-5 business days of receipt of the deliverable.

Duty Station

Kingston, Jamaica

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Qualifications:

- Bachelors' degree in Marketing, Communications or a relevant discipling of Social Sciences or Humanities; or
- Professional certification a related field.

Years of experience:

- At least three years of experience in Social Media Development and Management, Marketing and youth engagement, utilising social media tools and platforms (Facebook, Twitter, LinkedIn, YouTube etc.)
- At least three years of experience developing and implementing Social Media Strategies for organisations and monitoring results using data analytics
- At least three years of experience with multi-media design, developing high quality and engaging social media content (evidenced by Portfolio)
- Demonstrated experience with and understanding of emerging platforms and social media measurement tools.
- Demonstrated ability to manage multiple initiatives and priorities within specified timeframes.

Competencies and special skills requirements:

- Ability to integrate development initiatives with social media marketing;
- Strong interpersonal and communication skills; commitment to teamwork and to working across disciplines;

Individual consultants will be evaluated based on the following methodology:

Using this weighted scoring method, the award of the contract will 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 criteria specific to the solicitation.

* *Technical Criteria weight; 70%*

Only candidates obtaining a minimum of 49 points would be considered for the Technical Evaluation

Criteria	Weight	Maximum Point
<u>Technical</u>	70	70
<ul style="list-style-type: none"> <u>Criteria A: qualification requirements as per TOR:</u> <p>Relevance of Education/ Degree</p> <ul style="list-style-type: none"> Bachelors' degree in Marketing and Communications, Social Sciences or Professional certification related field <p>Years of Relevant Experience</p> <ul style="list-style-type: none"> At least three years of experience in Social Media, Marketing and youth engagement, utilising social media tools and platforms (Facebook, Twitter, LinkedIn, YouTube etc.) 	<p>Pass or Fail</p> <p>20</p>	

UNDP does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination. All selected candidates will, therefore, undergo rigorous reference and background checks.

Date _____

Antonio

Denise Antonio, Resident Representative, UNDP

12-Dec-2020