

Terms of Reference

National or International consultant: National consultant

Description of the assignment (Title of consultancy): Facebook and social media advertisement and optimization consultant

Project Title: Anti-Corruption for Trust in Lebanon (ACT Lebanon) ID 00122350

Period of assignment/services: 2 months - 20 working days

1. Background / Project Description

UNDP launched the Anti-Corruption for Trust in Lebanon Project in March 2019 to support key anti-corruption stakeholders in Lebanon to maintain the momentum for national dialogue and capacity development to implement the country's first-ever national anti-corruption strategy 2020 - 2025 that was formally adopted in May 2020.

The Project focuses on the achievement of four outputs:

Output1: Capacity to oversee and monitor national anti-corruption strategy institutionalized and supported.

Output2: Specialized anti-corruption legislations enacted and supported for effective implementation.

Output 3: National Anti-Corruption Institution operationalized and strengthened.

Output 4: Corruption risk management mechanisms integrated in key vulnerable sectors.

The project directly contributes to reinforcing Lebanon's ability to implement the UNCAC and work towards achieving the Sustainable Development goals (SDGs), particularly SDG 16.

Lebanon has become a State Party of the UN Convention against Corruption in 2009 and has endorsed the 2030 Agenda for Sustainable Development and the SDGs on September 2015. Additionally, at the national level, Lebanon has taken an important step by endorsing the National Anti-Corruption Strategy and its implementation plan as mentioned above.

Moreover, Lebanon is moving forward in the legislative anti-corruption agenda, as the Lebanese Parliament passed the Access to Information Law (Feb. 2017), the Public Private Partnership Law (Sept 2017), a law to strengthen transparency in the oil sector (Sept 2018) and the Whistleblowers' Protection Law (Oct. 2018), in addition to the Illicit Enrichment Law (September, 2020)

Despite those positive developments, there are still efforts to further advance this agenda in Lebanon such as adoption of key legislation part of the anti-corruption basket of laws.

In order to raise awareness on the above, ACT project has produced several anti-corruption videos and chatbot that are intended to be launched to the public in January 2021. A Digital campaign strategy has been developed for that purpose and will be used as the basis for implementation.

In this framework, ACT project seeks a consultant services to deploy/implement the existing digital campaign strategy, and to report on campaign performance and objectives.

2. Scope of work, responsibilities and description of the proposed analytical work

Under the substantive guidance of the project manager of ACT Lebanon Project, the consultant is expected to complete the following task:

Task 1: Deploy/implement the digital campaign strategy that is already developed. This shall include on-site training and UNDP personnel walkthrough and institutionalizing an internal structure for future targeting & campaign management.

Task 2: Advise the UNDP ACT team when the project is in the process of implementing the strategy and deliver a report on insights and analysis of the efficiency of the strategy, and the behavior of targeted individuals on the findings resulting from the implemented strategy. The 14 Anti-Corruption videos (Long- and Short-Term Videos available in English and Arabic) in addition to the chatbot on anti-corruption.

- 7 videos in Arabic with Arabic subs (long form 2 min – short form 45 sec)
- 7 videos in Arabic with English subs (long form 2 min – short form 45 sec)
- Chat-bot on anti-corruption where an ad video will be produced to promote it, thus to be included in the campaign as well.

The above shall also include recommendations on improvements & best practices, Weekly feedback calls and a report on campaign performance and objectives.

Methodology:

- The consultant shall work closely with the ACT project manager and the focal point from the Accelerator Lab and communications team to prepare for and execute the above-mentioned task.
- The consultant shall coordinate closely with and provide regular updates to the project manager of the ACT Lebanon Project.

References:

During the period of assignment, the consultant should refer to, but not be limited by, the following sources of information:

- Digital campaign strategy previously developed.
- Videos on anti-corruption previously prepared by the Project.
- Chatbot on anti-corruption

Additional Information:

The consultant is responsible for any additional assistance needed for the completion of his/her tasks.

3. Expected Outputs and deliverables

- Digital campaign strategy implemented
- A report analyzing citizen's interaction to the campaign on anti-corruption, with data on the behavior of the general public with regards to the issue is produced.

Deliverables/ Outputs	Estimated Duration to Complete	Number of working days	Review and Approvals Required
Deliverable 1: The existing digital campaign strategy fully deployed/implemented, including: <ul style="list-style-type: none"> • Recommendations on improvements & best practices • Weekly feedback communication • on-site training and UNDP personnel walkthrough and institutionalizing an internal structure for future targeting & campaign management 	1 month after contract signature	10	Project manager of ACT Lebanon Project
Deliverable 2: Analytics report on the results of the campaign submitted.	2 months after contract signature	10	Project manager of ACT Lebanon Project

4. Institutional arrangements

- The work is expected to start upon contract signature;
- The consultant will work under the overall guidance of and will report to ACT project Manager.
- ACT project will be responsible for providing the consultant with all necessary materials related to the project in a timely thorough manner. He/she will be also responsible to provide clarifications and facilitation of the work.
- The consultant will rely on his own means of communication and transportation. Transportation and communication fees of the consultant should be included in his financial offer.
- In the event of any delay, s/he will inform UNDP promptly so that decisions and remedial action may be taken accordingly. Delays that would affect the flow of the collaborative work and the delivery of outputs on schedule will lead to termination of contract; and
- Should ACT project deem it necessary, it reserves the right to commission additional inputs, reviews or revisions, as needed to ensure the quality and relevance of the work;

5. Duration of work

The duration of the consultancy is 2 months with 20 working days. The starting date is upon contract signature.

6. Duty station

The consultant can adopt work from home modality. However, and if requested by the Project Manager, Duty station will be Beirut / Downtown Lebanon at the project premises if needed.

7. Requirements for experience and qualifications

I. Academic Qualifications:

Bachelor's Degree in Media, Communication, Computer Science, or any related fields.

II. Years of experience:

A minimum of 3 years of experience in setting and executing communication strategies/analysis.

III. Technical experience:

- Extensive experience in digital marketing in the Lebanese context is highly needed
- Excellent qualification in mass communication, advertising, communication analysis and planning, and marketing.
- Experience in conducting deployment analysis of digital campaigns.
- Knowledge of Anti – Corruption concepts in general and anti – corruption initiatives in Lebanon
- Previous experience in/knowledge about UN projects is an asset.

IIV. Competencies:

- Excellence in written and verbal communication and in interpersonal relationships,
- Excellent writing skills in Arabic and English,

- Knowledge and practical experience in publishing demonstrated capacity to innovate and think creatively,
- Strong organizational and problem-solving skills,
- Ability to adapt quickly to new work environments, to establish and maintain good work relations with individuals of differing backgrounds, and to work under pressure.

8. Scope of Price Proposal and Schedule of Payments

- Payment 1: 50 % to be disbursed of the total fee upon completion and acceptance of Deliverable 1.
- Payment 2: 50% to be disbursed of the total fee upon completion and acceptance of Deliverable 2.