



TERMS OF REFERENCE

POST TITLE:	Communication and outreach Consultant
AGENCY/PROJECT NAME:	UNODC Regional Office for Southeast Asia and the Pacific (ROSEAP)
COUNTRY OF ASSIGNMENT:	Home-based. Some international and regional travel may be required.

1) GENERAL BACKGROUND

LEAP (Law Enforcement Assistance Programme to fight illegal deforestation) is a Norway-supported partnership between UNODC, INTERPOL, and RHIPTO-Norwegian Center for Global Analyses that seeks to share expertise and build networks to fight illegal deforestation and related crimes. In particular, the programme aims at assisting Member States to identify, investigate, and prosecute cases of illegal deforestation. Improved capacity, increased connectivity between countries and agencies, and successfully prosecuted cases are the main goals of the programme.

UNODC's approach to combat the escalating threat of illegal deforestation is a multidirectional, holistic response involving several UNODC Programmes that aim to strengthen law enforcement and policy. UNODC aims to improve coordination and cooperation between relevant Member States and their national agencies involved in the fight against illicit timber. In order to make the biggest impact possible, this initiative seeks to disrupt illegal activities across the whole spectrum of the trade supply chain.

This TOR supports the efforts of UNODC to combat forest crime and limit the negative impacts of these illicit activities on climate change.

2) OBJECTIVES OF THE ASSIGNMENT

To support the LEAP Programme in its communications and public relation efforts. This will include the following objectives and deliverables:

1. Develop, maintain and continuously update a communication strategy for LEAP
2. Develop and maintain online training platforms
3. Revise training material in line with the new communication channels
4. Produce weekly LEAP Press Clipping
5. Develop communication strategies for meetings and public events
6. Develop promotional LEAP videos/ information material

3) SCOPE OF WORK

The regional communication consultant will cover a variety of tasks to come up with a communication strategy for LEAP. The scope of work includes:

- Develop and maintain an outreach communication strategy for LEAP to inform clients and donors, as well as general public, including development of leaflets and other material that can be distributed.
- Generate content for web stories and other online advocacy media as required.
- Revise training material to suit online training opportunities.
- Coordinate and produce the making of promotional video clips with the video company / visuals officer responsible for images, footage and graphics, and editing.
- Develop LEAP weekly press clips.
- Revise training material for online platforms and maintain and update as relevant

4) DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

Maximum Two hundred and thirty-one (231) workdays from 25 January to 31 December 2021

Timely completion of and reporting on technical assistance delivered as required by the Supervisors and/or counterparts evidenced by:

- Short weekly progress reports
- Final report on the mentoring engagement

Duty station is home-based. Travels in the region maybe required.

Deliverable	Output	Working Days	Required by
A	<ul style="list-style-type: none">• Develop communication strategy for LEAP – Phase I• Revised training material for online platforms – Phase I• Develop and maintain new online training platforms for LEAP – Phase I• Develop LEAP promotional and advocacy tools such as videos – Phase I• Develop contribution to CCP strategy such annual reports and movies – Phase I• Weekly Press Clipping – Phase I• Complete other programme tasks as assigned – Q1 & Q2 2021	105	June 2021

B	<ul style="list-style-type: none"> • Develop communication strategy for LEAP – Phase II • Revised training material for online platforms – Phase II • Develop and maintain new online training platforms for LEAP – Phase II • Develop LEAP promotional and advocacy tools such as videos – Phase II • Develop contribution to CCP strategy such annual reports and movies – Phase II • Weekly Press Clipping – Phase II • Complete other programme tasks as assigned – Q3 2021 	63	September 2021
C	<ul style="list-style-type: none"> • Develop communication strategy for LEAP– Phase III • Revised training material for online platforms – Phase III • Develop and maintain new online training platforms for LEAP – Phase III • Develop LEAP promotional and advocacy tools such as videos – Phase III • Develop contribution to CCP strategy such annual reports and movies – Phase III • Weekly Press Clipping – Phase III • Complete other programme tasks as assigned • Completion of Final Report 	63	December 2021

Note: It is understood that the consultant would not hold UNODC responsible for any unforeseen or untoward incident during the duration of the consultancy. It is recommended that the consultant secure his/her own insurance coverage during the conduct of the consultancy.

5) FINAL PRODUCTS

Satisfactory outputs based on activities as listed under Item 3. Timely and satisfactory completion of assigned tasks, with consistent attention to quality and detail of outputs. Format to submit assignments is defined by the LEAP Programme Manager.

6) PROVISION OF MONITORING AND PROGRESS CONTROLS

The incumbent shall be under direct supervision of the Programme Officer for LEAP. Progress of actions and monitoring of the Communication Consultant will be based on agreed work plans that are reviewed and updated on a monthly basis

7) DEGREE OF EXPERTISE AND QUALIFICATIONS

The assignment requires a qualified individual with the following expertise:

- A minimum three (3) years (with Master's degree), or, minimum five (5) years (with Bachelor's degree) of relevant work experience at international level. Relevant work experience may include work for UN or other international organizations or work for global companies or enterprises.
- Previous experience in communications work, journalism or social media - is highly desirable.
- Experience in making short movies is ideal.
- Highly proficient desktop publishing skills, especially in Microsoft Office, and experience in managing web-based systems is required.
- Excellent written and spoken English and Spanish is essential.

8) REVIEW TIME REQUIRED

The incumbent's outputs will be monitored and reviewed by the Programme Officer for LEAP.

9) CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNODC PREMISES

☐ NONE ☐ PARTIAL ☒ INTERMITTENT ☐ FULL TIME

10) CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNODC PREMISES

Please indicate any special payment terms for the contract.

☒ **LUMPSUM MILESTONE**

☐ **DAILY**

Deliverables	Percentage of Total Price
(list them as referred to in the ToR)	(Weight for payment)
Deliverable A	46%
Deliverable B	27%
Deliverable C	27%

11) CRITERIA SELECTION OF THE BEST OFFER

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 predetermined set of weighted technical and financial criteria specific to the solicitation.

- o Technical Criteria weight;70%
- o Financial Criteria weight; 30%

Only candidates obtaining a minimum of 350 technical points would be considered for the Financial Evaluation.

Criteria	Weight	Max Point
1) Technical	70%	500
• Qualifications in terms of Education, Consultancy and Specialization	21%	150
• Relevant experience in digital, web development, media strategy and communication	21%	150
• Professional experience with the international agency leading to understanding in development strategies and integration	14%	100
• Fluency in English and Spanish with excellent drafting skills	14%	100
2) Financial	30%	100

Payment of the professional fees shall be made upon satisfactory completion and/or submission of outputs/deliverables.



TOR approved by Ms. Nicole Quijano-Evans
(CCP LEAP Programme Coordinator)