

## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE



Date: 18 January 2021

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**Country:** Thailand

**Description of the assignment:** Communication and Outreach Consultant

**Duty Station:** Home- based with possible international and regional travel.

**Project name:** UNODC Regional Office for Southeast Asia and the Pacific (ROSEAP)

**Period of assignment/services (if applicable):** 10 February 2021 – 31 December 2022 (up to 231 working days)

To apply for this position, please click the link below:

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### 1. BACKGROUND

#### 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. OBJECTIVE, SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK**

### **Objective**

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

### **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

## **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

### **Education:**

- ) 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.

### **Experience:**

- ) 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.

**Language:**

- ) Excellent written and spoken English and Spanish is essential..

***Corporate Competencies:***

- ) Demonstrates integrity by modelling the UN's values and ethical standards;
- ) Promotes the vision, mission, and strategic goals of UNDP;
- ) Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- ) Treats all people fairly without favouritism.

**4. DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL**

**Contract Duration:** 10 February 2021 – 31 December 2021 (up to 231 working days)

**Duty Station:** Home- based with possible international and regional travel..

**5. FINAL PRODUCTS**

deliverables of this assignment are expected as follows:

Deliverable	Output	Working Days	Required by
A	<p>) Develop communication strategy for LEAP - Phase I</p> <ul style="list-style-type: none"> <li>• Revised training material for online platforms – Phase I</li> <li>• Develop and maintain new online training platforms for LEAP – Phase I</li> <li>• Develop LEAP promotional and advocacy tools such as videos – Phase I</li> <li>• Develop contribution to CCP strategy such annual reports and movies – Phase I</li> <li>• Weekly Press Clipping – Phase I</li> </ul> <p>) Complete other programme tasks as assigned – Q1 &amp; Q2 2021</p>	105	June 2021
B	<p>) Develop communication strategy for LEAP – Phase II</p> <ul style="list-style-type: none"> <li>• Revised training material for online platforms – Phase II</li> <li>• Develop and maintain new online training platforms for LEAP – Phase II</li> <li>• Develop LEAP promotional and advocacy tools such as videos – Phase II</li> <li>• Develop contribution to CCP strategy such annual reports and movies – Phase II</li> <li>• Weekly Press Clipping – Phase II</li> </ul> <p>) Complete other programme tasks as assigned – Q3 2021</p>	63	September 2021
C	<p>) Develop communication strategy for LEAP– Phase III</p> <ul style="list-style-type: none"> <li>• Revised training material for online platforms – Phase III</li> </ul>	63	December 2021

	<ul style="list-style-type: none"> <li>• Develop and maintain new online training platforms for LEAP – Phase III</li> <li>• Develop LEAP promotional and advocacy tools such as videos – Phase III</li> <li>• Develop contribution to CCP strategy such annual reports and movies – Phase III</li> <li>• Weekly Press Clipping – Phase III</li> <li>• Complete other programme tasks as assigned</li> </ul>		
	) Completion of Final Report		

## 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. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications. Please group them into **one (1) single PDF document** as the application only allows to upload maximum one document:

- ) **Letter of Confirmation of Interest and Availability** using the template provided in [Annex II](#).
- ) **Personal CV** 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.
- ) **Cover letter** detailing how the Candidate's expertise and qualifications corresponds to the requirements of the assignment
- ) **Financial proposal**, as per template provided in [Annex II](#). Note: If an Offeror is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the Offeror must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

**Incomplete proposals may not be considered. The shortlisted candidates may be contacted and the successful candidate will be notified.**

## **8. FINANCIAL PROPOSAL**

### **Price Proposal and Schedule of Payments:**

#### **The contract will be based on Lump Sum**

Consultant must send a financial proposal based on Lump Sum Amount. 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, travel costs, living allowance (if any work is to be done outside the IC's duty station) and any other applicable cost to be incurred by the IC in completing the assignment. The contract price will be fixed output-based price regardless of extension of the herein specified duration. Payments will be done upon completion of the deliverables/outputs and as per below percentages:

- Deliverable A as per ToR: 46% of total contract amount
- Deliverable B as per ToR: 27% of total contract amount
- Deliverable C as per ToR: 27% of total contract amount

In general, UNDP shall not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to travel and will be reimbursed.

Travel costs shall be reimbursed at actual but not exceeding the quotation from UNDP approved travel agent.

## **9. EVALUATION METHOD AND CRITERIA**

Individual consultants will be evaluated based on the following methodology;

### **Cumulative analysis**

The award of the contract shall 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 set of weighted technical criteria (70%) \*and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced qualified proposal received by UNDP for the assignment.

- ) Only those applications which are responsive, compliant and accept in general condition will be evaluated;

- ) The financial proposal shall specify a lump sum fee;

**Technical Criteria for Evaluation (Maximum 500 points)**

- ) Criteria 1: Relevance of education – Max 150 points
- ) Criteria 2: Relevance of experience in digital, development, web development, media strategy and communication– Max 150 points
- ) Criteria 3: Professional experience with the international agency leading to understanding in development strategies and integration – Max 100 points
- ) Criteria 4: Fluency in English and Spanish with excellent drafting skills- Max 100 points
- ) Criteria 5: Written exam – Max 15 points

Only candidates obtaining a minimum of 350 points (70% of technical evaluation) would be considered for Financial Evaluation.