# Terms of Reference

**Creative Writer Consultant**

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| **Location:** | Home based |
| **Application Deadline:** | 19-March-21 |
| **Type of Contract:** | Individual Contract |
| **Post Level:** | International Consultant |
| **Languages Required:** | English, Arabic is an asset. |
| **Starting Date of assignment:** | 1-April-2021 |
| **Duration of Initial Contract:** | Up to 45 days |
| **Expected Duration of Assignment:** | 2 months |
| **Selection method:** | Combined Scoring method – where the technical criteria will be weighed at 70% and the financial offer will be weighed at 30%; |
| **Payment arrangements:** | Lump Sum (payments linked to deliverables) |

# Background

The United Nations Development Programme (UNDP) is the UN’s global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 177 countries and territories, working with them on their own solutions to global and national development challenges.

At UNDP, external and internal communication is critical to achieving both development results and business objectives. Skillful communication broadens the impacts of new policies, helps governance reforms take root, and attracts and fosters strong partnerships.

UNDP’s “Strengthening Local Capacities for Resilience and Recovery” is a project mainly funded by the European Union. The project focuses on supporting local authorities in Libya to respond to the many conflict and human mobility induced challenges - by strengthening the local resilience and recovery mechanisms - that impact negatively citizens' access to essential services, sources of livelihoods, the social cohesion and security of communities.

The second phase of this project is funded the European Union (EU) programme “Recovery, Stability and Socio-Economic Development in Libya” (Baladiyati), under the EU Emergency Trust Fund for stability and addressing root causes of irregular migration and displaced persons in Africa. The project aims at enhancing provision of basic services at local level and increasing access for most vulnerable groups from host communities - including Internally Displaced Populations (IDPs) and returnees - as well as migrants and refugees.

The EU funded also a top-up of the first phase as a three-year action aiming at supporting local authorities in 20 municipalities in Libya to respond to the many conflict and human mobility induced challenges - by strengthening the local resilience and recovery mechanisms - that impact negatively people access to essential services, the social cohesion and community security, and jobs and the sustainable livelihoods. The project is built around 3 specific objectives: (1) Strengthening responsiveness of local institutions in delivering essential public services to crisis-affected populations and in leading recovery processes; (2) Enhancing communities and local stakeholders’ capacity to improve social cohesion and community security; (3) Strengthening economic opportunities for youth and vulnerable groups (including women) through inclusive and participatory local economic recover.

As an active development agency, UNDP produces knowledge and communications products and publications on a regular basis. **UNDP Libya is seeking a consultant to produce the content for three brochures, a digital report and a script ready for production that will highlight the achievements of the above three projects to demonstrate the impact of UNDP-EU partnership on the ground.**

# Duties and Responsibilities

Under the supervision of the SLCRR project management specialist, and in coordination with UNDP Libya Communication Unit, the candidate will:

**Brochures and Report content**

* Writing and editing, possibly including writing short features, impact stories, all the content of the brochure, to ensure clarity, consistency and readability of the text for the intended audience.
* Draft, copyedit and proofread all text for the brochures and report.
* Complete text and captions for the brochures and a digital report, edited, fact-checked, proofed
* Select photos for the report and the brochures.

**Script**

* Gathering information about the results of the project, and the footage and interviews available from UNDP Libya Communication Unit image library, the consultant will prepare a script ready for production which demonstrate UNDP’s SLCRR impact on the ground.
* Recommendations and advice on how to proceed to production (i.e. a production schedule)
* The consultant will provide feedback to the videographer on the draft video prepared as well as proofread the subtitles and texts included in the video, ensuring insertion of all correction, including in the videos produced.

**Clarification**

* **Proofreading**: final check of text for spelling, grammar, punctuation, and spacing.  
  **Copy editing (light to medium editing)**:  correct grammar, spelling, punctuation, capitalization, and problems with syntax; will ensure that singular pronouns represent singular nouns and plural pronouns, plural nouns; will standardize notes, bibliographies, and reference lists; and will make style decisions based on the *UNDP Editorial Style Manual* (regarding punctuation, source citations, whether to spell out numbers or leave them as numerals, capitalization, Latin abbreviations, foreign words, quotations, how to use academic and military titles, when to italicize words or use quotation marks, etc.).
* **Line editing (heavier editing):** Sentences will be polished and reworded to improve clarity and flow and to get rid of repetition, clumsy wording, and convoluted sentence structure. Facts are checked and corrected, sections may be rearranged if necessary, and subheads and chapter titles might be reworked. The consultant may make suggestions to remedy issues the project might have overlooked in order to clarify messaging, ensure the text conveys facts, not personal theories; remove jargon, etc.
* **Intellectual property**

All information and production of photo and audio materials pertaining to the assignment as well as outputs produced under this ToR shall remain the property of the UNDP who shall have exclusive rights over their use. The products shall not be disclosed to the public nor used in whatever format without written permission of UNDP.

Results/Expected Outputs

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| **Deliverables / Outputs** | **Target Due Dates**  **(approximate dates, but changeable depending on externalities out of control of the consultant)** | **Payments** | **Review and Approvals Required** |
| **Deliverable 1:** Brochure Resilience 1 | 6 working days | 13.33% | Communication specialist, SLCRR project manager, and UNDP Libya Resident Representative |
| **Deliverable 2:** Brochure Resilience 2 | 6 working days | 13.33% | Communication specialist, SLCRR project manager, and UNDP Libya Resident Representative |
| **Deliverable 3:** Brochure Resilience 3 | 6 working days | 13.34% | Communication specialist, SLCRR project manager, and UNDP Libya Resident Representative |
| **Deliverable 4:** Report | 18 working days | 40% | Communication specialist, SLCRR project manager, and UNDP Libya Resident Representative |
| **Deliverable 5:** video script | 9 working days | 20% | Communication specialist, SLCRR project manager, and UNDP Libya Resident Representative |

**Competencies**

**Corporate Competencies:**

Integrity, professionalism and respect for diversity.

**Functional Competencies:**

• Extensive experience in presenting in public forums including high-level national stakeholders.

• Strong communication and interpersonal skills demonstrated ability to build trust.

• Excellent organizational, team building and planning skill.

• Demonstrated ability to work effective in team, delivering through and with others

**Required Skills and Experience**

**Education:**

At least Bachelor’s degree in journalism & media, public relations, communications, linguistics, or other relevant studies.

**Professional Experience:**

* At least 3 years of experience in journalism, photojournalism, development communication, copywriting of human-centred stories and/or storytelling or similar field;
* Creative writing and at least 5 years of proven record of working in the field of corporate and development communications with international organization.
* Excellent storytelling/ writing skills and ability to translate expert knowledge in language that can be understood by non-expert audiences proven by record (portfolio) of at least 5 published brochures, videos, human-centered success stories and/or other relevant publications;
* Excellent technical photography skills and videography skills would be an asset.
* Previous relevant experience with UNDP, other UN Agency, international organizations or donors would be an asset.

**Language (s),** *fully proficient in written and spoken English, fluency in Arabic is an asset.*

**Computer skills:**

* Be fully proficient in Microsoft Office, and Adobe Cloud Illustrator.

Be proficient with Adobe Photoshop and/or other photo/video editing software.

**Evaluation**

UNDP applies a fair and transparent selection process that would take into account both the technical qualification of Individual Consultants as well as their financial proposals.

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

* Only those applications which are responsive and compliant will be evaluated;
* Offers will be evaluated according to the Combined Scoring method – where the technical criteria will be weighted at 70% and the financial offer will be weighted at 30%;
* Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation;
* The top applicant with the Highest Combined Scores and that has accepted UNDP’s General Terms and Conditions will be awarded the Framework Agreements.

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| **EVALUATION CRITERIA** | | | |
| **Technical evaluation (70 points).** | | | **70 POINTS** |
| **Academic Evaluation 10**  **General Experience 10**  **Specific Experience 50** | | | **MAX 70 POINTS** |
| **Academic Requirement** | At least Bachelor’s degree in journalism & media, public relations,  communications, linguistics, or other relevant studies. | | 10 Points |
| **General Experience** | At least 3 years of experience in journalism, photojournalism, development communication, copywriting of human-centred stories and/or storytelling or similar field; | | 10 Points |
| **Specific Experience** | A minimum of 5 years relevant experience, including (but not limited to):   * Experience in creative writing; * Practical experience with curating information and producing online content for website, social media and publications for a large development organization, which includes selecting relevant information, identifying suitable visuals, drafting content; * Excellent storytelling/ writing skills and ability to translate expert knowledge in language that can be understood by non-expert audiences proven by record (portfolio) of at least 5 published brochures, videos, human-centered success stories and/or other relevant publications;   Demonstrated linguistic capacities; fluency in English is a must,  knowledge of Arabic would be an asset. | | 30 Points |
|  | At least 3 years of experience in journalism, photojournalism, development communication, copywriting of human-centered stories and/or storytelling or similar field;  Proven working record of at least 5 years in the field of corporate and development communications with international organization | | 20 points |
| **Financial Evaluation** | | | **MAX 30 POINTS** |
| Candidates obtaining a minimum of 49 points over 70 points would be considered for the Financial Evaluation - 30 points  Lowest Price will be qualified with the maximum of 30 points. Higher prices will be qualified according the following calculation:  **FE = LFP x 30**  **FPi**  FE= Financial Evaluation  LFP = Lowest Financial Proposal  FPi= Financial Poposal of bidder i | | **30** |  |
| **FINAL EVALUATION: TECHNICAL + FINANCIAL** | | | **MAX 100 POINTS** |

**Application Procedure**

Qualified and interested candidates are requested to apply by **March 19, 2021, at 15.00** **hours Tunis**, Tunisia time ref. [www.greenwichmeantime.com](http://www.greenwichmeantime.com).

The application should contain:

* Cover letter explaining why you are the most suitable candidate for the advertised position including record (portfolio) of at least 5 published brochures, videos, human-centered success stories and/or other relevant publications – this information will be used for the desk review technical evaluation.
* Filled P11 form including experience in similar projects and contact details of referees, please upload the P11 instead of your CV.