

TERMS OF REFERENCE

Location	Home Based
Type of Contract	Individual Contractor – Annual Report Writer and Graphic Designer
Post Level	International Consultant
Languages required:	English
Duration of Initial Contract:	30 working days from May to July 2021

BACKGROUND

UNDP is the UN's global development network, an organization advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in some 170 countries and territories, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners.

In Myanmar, UNDP delivered its first country programme from 2013-2017, working with a range of partners to implement projects that strengthened local governance, democratic governance and environmental governance. The new country programme 2018-2022 has completed the second year. The 2020 Annual Report will capture the results achieved over the year and acknowledge the partnerships that supported the achievement of these results.

The 2020 Annual Report is an important publication to showcase the programmatic and financial operations and significant achievements of the Country Office (CO) to all of UNDP's stakeholders. The report which is published in English and Myanmar is UNDP's calling card and is used for outreach and advocacy purposes and to provide information and visibility on the CO's programme, projects and activities throughout the period.

The consultancy entails research and writing, and a commitment to deadlines. The consultant will report to the Team Leader – Strategic Results, Partnership and Innovation and work closely with the communications team and other relevant colleagues in Strategic Management Unit.

PURPOSE OF THE ASSIGNMENT

This assignment has two parts – (1) copywriting and (2) graphic design and publication design layout

COPYWRITING

Using the data template provided by the UNDP Myanmar, the individual consultant will copywrite the text of the Annual Report ensuring accuracy, consistency and readability of message, charts, figures, graphs and other report components.

The consultant will be responsible for copywriting the narrative sections with a view to ensure: clarity and continuity and focus of the report; clarity of structure and consistency, both analytical and stylistic.

The consultant will concentrate on flow and clarity of text especially between text and tables, and figures and integration of text and boxes, content errors, style and punctuation, spelling and grammar. The consultant will ensure that the data used and referenced in the text are consistent with the data in the respective tables, figures, charts and maps, as well as with the indicator tables. Based on the text provided, the consultant will recommend infographics for the Annual Report.

GRAPHIC DESIGN AND DESIGN LAYOUT

To produce an attractive and creative layout for the 2020 Annual Report for English version of Annual Report and Consultant will also provide support and guidance to local communication focal points in finalizing the graphic design and layout of the Myanmar Version to ensure consistency with English Version using UNDP font, graphics, infographics and appealing placement of photos.

The consultant will propose three design layouts, one will be selected from three design concepts. The appropriate placement of illustration such as maps, pie charts, tables, box items should be used as guided by the UNDP Myanmar team.

DUTIES AND RESPONSIBILITIES

Scope of Work

- Review and copywrite the draft text and contents provided for the Annual Report 2020
- Produce attractive/creative design layouts with infographics, etc.
- Finalize the Annual Report 2020 integrating any feedback from UNDP Myanmar management and ensuring accuracy, clarity and coherency.
- Address any formatting issues to ensure the report is fit to be disseminated.

Expected Outputs and Deliverables

- Draft Report as a Word document, including Table of Contents, Executive Summary, Charts, photo captions and credit information etc.
- Finalize content of Annual Report integrating any feedback from UNDP Myanmar team
- Three design layout concepts and recommended infographics
- Proofreading of design layouts to ensure that text and graphics are error free
- Final English version Annual Report
- Support and provide guidance to local communication focal point in finalizing the graphic design and layout of the Myanmar Version to ensure consistency with English Version
- Original artwork files to be delivered to the UNDP Myanmar

Annex for detail deliverable.

Note: Translated text in Myanmar will be provided to the consultant for applying design layout.

Institutional Arrangement

The consultant will report to the Team Leader – Strategic Results, Partnership and Innovation and work closely with the Communications team and relevant colleagues in Strategic Management Unit.

Duration of the Work

- 30 working days from May to July 2021

Duty Station

- The assignment is home based.

COMPETENCIES

Education

- Masters' Degree in Public Relations, English Language or Literature, Communications, Journalism or Creative Writing with at least five (5) years experience.

- Or Bachelor's degree in in Public Relations, English Language or Literature, Communications, Journalism or Creative Writing with at least seven (7) years experience.

Functional Competencies:

- Strong research and excellent writing skills **in English**;
- Proficiency in the use of Adobe Creative Suite such as Adobe Illustrator, InDesign, Photoshop
- Experience in producing corporate products;
- Understanding of UN, including UNDP, development issues and UN reform;
- Knowledge of UNDP terms, language and editorial style;
- Demonstrated ability to work in timely manners and under pressure.
- Experience of design layout for Myanmar-language report will be an advantage.

Behavioral Competencies:

- Ability to be flexible and respond to changes to text/layout as part of the review and feedback process;
- Strong interpersonal skills, able to communicate and work with diverse people;
- Participate effectively in team-based, information-sharing environment, collaborating and cooperating with others;
- Focus on impact and results for the client.

Time-frame and Fees:

The consultant will work for 30 working days spread out from May to July 2021. It is noted that due to the nature of the project, there will be periods of time when no actual writing or research will occur because the writer will be waiting for either text clearances from UNDP and/or layouts from the designer. Fees will be paid according to the Deliverables noted above.

Individual consultant must send a financial proposal based 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, communication costs and any other applicable cost to be incurred by the consultant in completing the assignment.

Evaluation Method and Criteria

Consultants will be evaluated based on the lowest price and technically compliant offer. The award of the contract shall be made to the consultant whose offer has been evaluated and determined as both: a) responsive/compliant/acceptable, and b) offering the lowest price/cost.

Technical Criteria for Evaluation (Maximum 70 points)

- Relevance of education – Max 10 points
- Experience in editing and report writing - Max 30 Points
- Technical skills in graphic design and design layout – Max 20 points
- Experience in developing content for UN reports – Max 10 points

Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation.

Documentation required

Interested individual consultants must submit the following documents/information to demonstrate their qualifications.

- **Letter of Confirmation of Interest and Availability** using the template provided in Annex II.

- **Personal CV or [P11](#)**, 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.
- **Links to previous work**

Incomplete proposals may not be considered.

Annexes

- Annex I - [Individual IC General Terms and Conditions](#)
- Annex II – [Offeror's Letter to UNDP Confirming Interest and Availability for the Individual IC, including Financial Proposal Template](#)

This ToR is prepared by

Signature

Name and Designation : Mir Nadia Nivin, Team Leader (SMU)

Date of signing :

This ToR is approved by

Signature

Name and Designation : Titon Mitra, Resident Representative

Date of signing :