

## **Terms of Reference**

<b>Position:</b>	Communication Expert of Climate Change Portfolio
<b>Contract type:</b>	Individual Contract
<b>Place of work:</b>	Nur-Sultan, UNDP office
<b>Contract duration:</b>	May 2021– May 2022 (240 working days)
<b>Duty Station:</b>	Home based

## **BACKGROUND INFORMATION:**

### **Climate Change Portfolio:**

#### ***“Assistance in enhancement Kazakhstan Nationally Determined Contributions” (NDC project)***

The Project is going to address implementation of state-of-art MRV framework and adaptation measures to NDCs. A roadmap for fulfilling commitments, where main directions of national activities on adaptation and vulnerability assessment are specified, is planned to be developed to become a technical guideline for the Government of Kazakhstan on achieving nationally determined contribution and on adaptation actions.

To continue UNDP's policy, dedicated to nations' awareness of vulnerability, adaptation and mitigation and climate-related problems and to maximize attention on climate change related issues, set of sessions, workshops and seminars on climate change related topics will be organized as part of international and national events held in Kazakhstan and in the region.

The Project consists of three major components:

Component 1. Introduction and implementation of state-of-art MRV framework

Component 2. Complement adaptation measures to NDCs

Component 3. Climate change awareness

#### ***Development of Kazakhstan's Eighth National Communication and Preparation of Two (Fourth and Fifth) Biennial Reports to the UNFCCC (8NC Project)***

The project will enable Kazakhstan to prepare and submit its Eighth National Communication (8NC) and Fifth Biennial Report (5BR) to the Conference of Parties (CoP) of the UNFCCC in accordance with its commitments as a Party as mandated by Article 12 of the UNFCCC and subsequent CoP decisions. The project will update the information provided regarding national circumstances, inventories of greenhouse gases (GHG), policies and measures undertaken to mitigate climate change, assessments of vulnerability to climate change and steps taken to adapt, and information on public awareness, education, training, systematic research and observation, and technology transfer. The project will also increase the national technical and institutional capacities in preparing the NC/BR and assisting the Government to integrate climate change issues into sectoral and

national development priorities that directly contribute to achieving the Sustainable development goal #13.

The implementation of project objectives will support the Republic of Kazakhstan to prepare high quality National Communications (NCs) and Biennial Reports (BRs) to be submitted to the UNFCCC timely (i.e. once in four years in case of NCs and once in two years in case of BRs).

Both of projects are dedicated to the share knowledge on Climate change and its consequences. Communication component is one of the important parts of both projects and should serve as a communication bridge between project experts and peoples of Kazakhstan.

In this regard, climate change portfolio is seeking the expertise of a communication expert.

### **SCOPE OF WORK:**

Under the guidance and supervision of the NDC and 8<sup>th</sup> project Managers and with the matrix supervision by the UNDP Communications and Advocacy Officer the Expert will be responsible for enhancing visibility and implementing communication activities of the portfolio.

S/he will develop communications and advocacy initiatives, build and maintain media relations on the national, regional and district levels, manage press coverage and oversee the production of the information materials, knowledge products within the given project portfolios.

The Communications Expert will also closely work with the UNDP Communications and Advocacy Officer on a wide range of communications activities to ensure communication strategies, media relations, digital presence and organizational outreach are well aligned with corporate communications policies and initiatives.

### **The key functions include:**

- Update Communication strategy and communications plans for the projects, aimed at raising visibility and awareness of the outcomes and activities among key audiences;
- Plan communication and advocacy initiatives around thematic campaigns, projects events, key thematic International Environment Day, World Energy Day, National Climate Forum, etc.), also jointly with key projects' stakeholders and partners;
- Develop new communications partnerships and media alliances on the national, regional and local levels to enhance the visibility of the projects activities;
- Capitalize on the media interest around the projects related topics and conduct media events;
- Identify innovative opportunities and new communications tools and platforms to display the key work of the projects;
- Draft features, human stories, news items, press releases, thematic blogs, posts from the fields on the projects related activities for the corporate UNDP website and social media platforms, targeting general publics, key donors, and stakeholders;
- Draft talking points, speeches for the Project team and UNDP senior management on the projects related issues;
- Provide expert assistance for preparing Kazakhstan delegation to various climate international meetings;
- Conceptualize and manage the production of the projects related multimedia assets, including video stories, PSAs, infographics, photo essays, etc. around key topics, successes and impactful results of the projects;
- Ensure regularly update of the projects photobank with high-quality, human-centered visuals from project cites, communication activities, major events, etc;

- Draft and design publications, brochures, fact sheets, information leaflets in line with the corporate brand manuals and communications toolkit;
- Liaise with the press offices of the national partners, stakeholders for joint communications and visibility efforts;
- Build network of opinion leaders, social media influencers, NGOs, etc. promoting the given project portfolio issues;
- Contribute to UNDP corporate communication and advocacy events, campaigns, as a part of UNDP communications group.
- Take a leading role in supporting communication activities of projects and support realization of the planned activities in annual working plans (AWPs)
- Develop communication sections in AWP of both projects and report on annual basis on realization on communication activities in all types of reporting of projects;
- Take part in development of Terms of References (ToR) of external project experts to incorporate (or extract) communication issues to develop later communication products.

#### **IMPORTANT NOTICE:**

The communication assets should be provided at least 7 days before the day of the release.

#### **EXPECTED OUTPUTS AND DELIVERABLES**

#	Deliverables/ Outputs <sup>1</sup>	Month	Estimated working days per month	Review and Approvals Required
1.	<p>Communications strategy and Communication plan for each project is developed and approved.</p> <p>Annual working plans of the projects are examined, and communication activities integrated into action plan.</p> <p>Plan should be developed with monthly schedule with at least 3 communication events per 1 month.</p> <p>Participation in the promotion of overconsumption fashion video.</p> <p>Development of concept of anti-global warming bicycle ride and draft ToR.</p>	May 2021	20 w/days	Project staff Communications and Advocacy Officer

<sup>1</sup> The timeframe for the deliverables will be based on the project annual communications plan.

2.	<ul style="list-style-type: none"> <li>- Development of the rules of National video contest in Social media “Time for change!”</li> <li>- Start of concept of anti-global warming bicycle ride and draft ToR.</li> <li>- Rural agritourism human story N1 is developed and promoted.</li> </ul> <p>Announcing of competition “Climate Change and Innovations” among schoolchildren’s, students of colleges and universities “Climate change and innovations”</p> <ul style="list-style-type: none"> <li>- A number of communication and advocacy events are implemented around key campaigns, events and International Dates.</li> <li>- Development of series infographics on the NDC of Kazakhstan;</li> </ul> <p>Organizing and support in organizing of online press conference on NDC of Kazakhstan (PC1);</p> <ul style="list-style-type: none"> <li>- At least 1 feature or a human story is written for the corporate website and for mass media;</li> <li>- Press materials, news items, media in-depths interviews are drafted on a regular basis around key events, themes within the projects;</li> <li>- The digital content for UNDP corporate social media accounts is provided on a regular basis around key undertakings, successes and events of the projects;</li> <li>- Multimedia assets are produced for each project on a regular basis;</li> <li>- Participation and support to UNDP corporate communications and advocacy initiatives is ensured.</li> </ul> <p>Monthly Progress reports are developed and endorsed.</p>	June 2021	20 w/days	Project Manager, Communications and Advocacy Officer
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3.	<ul style="list-style-type: none"> <li>- Launch of Video contest "Time for change"</li> </ul> <p>Communication support of anti-global warming bicycle ride.</p> <ul style="list-style-type: none"> <li>- Content on climate change is published on 5<sup>th</sup> of June World environment day.</li> <li>- Coordination of anti-global warming bicycle ride and development of series of publications.</li> <li>- Rural agritourism human story N2 is developed and Promoted.</li> <li>- Organizing conduiting of National social survey on Climate change</li> <li>- Organizing of work on development of Pocket book on Adaptation KAZ version.</li> </ul> <p>Development of concept of Case championship among students, colleges and schools.</p> <ul style="list-style-type: none"> <li>- A number of communication and advocacy events are implemented around key campaigns, events and International Dates.</li> </ul> <p>New partnerships and media alliances are established for the enhanced visibility of the projects;</p> <ul style="list-style-type: none"> <li>- At least 1 feature or a human story is written for the corporate website;</li> <li>- Press materials, news items, media in-depths interviews are drafted on a regular basis around key events, themes within the projects;</li> <li>- The digital content for UNDP corporate social media accounts is provided on a regular basis around key undertakings, successes and events of the projects;</li> <li>- Multimedia assets are produced for each project on a regular basis;</li> <li>- The photobank of the projects is regularly updated with high quality visuals from the project cites, events, communication undertakings;</li> </ul>	July 2021	20 w/days	Managers, Communications and Advocacy Officer
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	<ul style="list-style-type: none"> <li>- Information materials, publications, factsheets, etc. are designed and produced on a regular basis.</li> <li>- Participation and support to UNDP corporate communications and advocacy initiatives is ensured</li> </ul> <p>Monthly Progress reports are developed and agreed .</p>			
4.	<p>Development of series infographics on the GHG Inventory system in Kazakhstan</p> <p>Conducting of Case championship among students, colleges and schools.</p> <ul style="list-style-type: none"> <li>- A number of communications and advocacy events are implemented around key campaigns, events and International Dates.</li> </ul> <p>New partnerships and media alliances are established for the enhanced visibility of the projects;</p> <ul style="list-style-type: none"> <li>- At least 1 feature/human stories are written for the corporate website;</li> <li>- Press materials, news items, media in-depths interviews are drafted on a regular basis around key events, themes within the projects;</li> <li>- The digital content for UNDP corporate social media accounts is provided on a regular basis around key undertakings, successes and events of the projects;</li> <li>- Multimedia assets are produced for each projects on a regular basis;</li> <li>- The photobank of the projects is regularly updated with high quality visuals from the project cites, events, communication undertakings;</li> <li>- Information materials, publications, factsheets, etc. are designed and produced on a regular basis.</li> <li>- Participation and support to UNDP corporate communications and advocacy initiatives is ensured</li> </ul> <p>Monthly Progress reports are developed and agreed .</p>	September 2021	20 w/days	Managers, Communications and Advocacy Officer

5.	<p>Development of series infographics on the Adaptation issues in Kazakhstan</p> <ul style="list-style-type: none"> <li>- A number of communication and advocacy events are implemented around key campaigns, events and International Dates.</li> <li>New partnerships and media alliances are established for the enhanced visibility of the projects;</li> <li>- At least 1 feature/human stories are written for the corporate website;</li> <li>- Press materials, news items, media in-depths interviews are drafted on a regular basis around key events, themes within the projects;</li> <li>- The digital content for UNDP corporate social media accounts is provided on a regular basis around key undertakings, successes and events of the projects;</li> <li>- Multimedia assets are produced for each projects on a regular basis;</li> <li>- The photobank of the projects is regularly updated with high quality visuals from the project cites, events, communication undertakings;</li> <li>- Information materials, publications, factsheets, etc. are designed and produced on a regular basis.</li> <li>- Participation and support to UNDP corporate communications and advocacy initiatives is ensured.</li> </ul> <p>Monthly Progress reports are developed and agreed .</p>	October 2021	20w/days	Managers, Communications and Advocacy Officer
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6.	<p>Development of series infographics on the Gender issues in Climate change.</p> <p>Development of communication agenda for Climate talks conference including press announces and necessary communication events together with partners and involved projects</p> <ul style="list-style-type: none"> <li>- A number of communication and advocacy events are implemented around key campaigns, events and International Dates.</li> </ul> <p>New partnerships and media alliances are established for the enhanced visibility of the projects;</p> <ul style="list-style-type: none"> <li>- At least 1 feature/human stories are written for the corporate website;</li> <li>- Press materials, news items, media in-depths interviews are drafted on a regular basis around key events, themes within the projects;</li> <li>- The digital content for UNDP corporate social media accounts is provided on a regular basis around key undertakings, successes and events of the projects;</li> <li>- Multimedia assets are produced for each projects on a regular basis;</li> <li>- The photobank of the projects is regularly updated with high quality visuals from the project cites, events, communication undertakings;</li> <li>- Information materials, publications, factsheets, etc. are designed and produced on a regular basis.</li> <li>- Participation and support to UNDP corporate communications and advocacy initiatives is ensured</li> </ul> <p>Monthly Progress reports are developed and agreed .</p>	November 2021	20 w/days	Managers, Communications and Advocacy Officer
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7.	<p>Conducting communication coverage of Climate talks conference including all necessary communication events together with partners and involved projects</p> <p>Development of series infographics on the forecasting of GHG emissions</p> <p>Participation in annual working plans development</p> <p>Participation in the end year activities including next year planning and reporting.</p> <ul style="list-style-type: none"> <li>- A number of communication and advocacy events are implemented around key campaigns, events and International Dates.</li> </ul> <p>New partnerships and media alliances are established for the enhanced visibility of the projects;</p> <ul style="list-style-type: none"> <li>- At least 1 feature/human stories are written for the corporate website;</li> <li>- Press materials, news items, media in-depths interviews are drafted on a regular basis around key events, themes within the projects;</li> <li>- The digital content for UNDP corporate social media accounts is provided on a regular basis around key undertakings, successes and events of the projects;</li> <li>- Multimedia assets are produced for each projects on a regular basis;</li> <li>- The photobank of the projects is regularly updated with high quality visuals from the project cites, events, communication undertakings;</li> <li>- Information materials, publications, factsheets, etc. are designed and produced on a regular basis.</li> <li>- Participation and support to UNDP corporate communications and advocacy initiatives is ensured</li> </ul> <p>Monthly Progress reports are developed and agreed .</p>	December 2021	20 w/days	Managers, Communications and Advocacy Officer
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8.	<p>Development of series infographics on the forecasting of GHG emissions.</p> <p>Development of online press conference on Climate change issues of Kazakhstan (PC2);</p> <ul style="list-style-type: none"> <li>- A number of communication and advocacy events are implemented around key campaigns, events and International Dates.</li> </ul> <p>New partnerships and media alliances are established for the enhanced visibility of the projects;</p> <ul style="list-style-type: none"> <li>- At least 1 feature/human stories are written for the corporate website;</li> <li>- Press materials, news items, media in-depths interviews are drafted on a regular basis around key events, themes within the projects;</li> <li>- The digital content for UNDP corporate social media accounts is provided on a regular basis around key undertakings, successes and events of the projects;</li> <li>- Multimedia assets are produced for each projects on a regular basis;</li> <li>- The photobank of the projects is regularly updated with high quality visuals from the project sites, events, communication undertakings;</li> <li>- Information materials, publications, factsheets, etc. are designed and produced on a regular basis.</li> <li>- Participation and support to UNDP corporate communications and advocacy initiatives is ensured.</li> </ul> <p>Monthly Progress reports are developed and agreed .</p>	January 2022	20 w/days	Managers, Communications and Advocacy Officer
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9.	<p>Development of series infographics on the climate issues (forecasting, weather events etc)</p> <ul style="list-style-type: none"> <li>- A number of communication and advocacy events are implemented around key campaigns, events and International Dates.</li> <li>New partnerships and media alliances are established for the enhanced visibility of the projects;</li> <li>- At least 1 feature/human stories are written for the corporate website;</li> <li>- Press materials, news items, media in-depths interviews are drafted on a regular basis around key events, themes within the projects;</li> <li>- The digital content for UNDP corporate social media accounts is provided on a regular basis around key undertakings, successes and events of the projects;</li> <li>- Multimedia assets are produced for each projects on a regular basis;</li> <li>- The photobank of the projects is regularly updated with high quality visuals from the project cites, events, communication undertakings;</li> <li>- Information materials, publications, factsheets, etc. are designed and produced on a regular basis.</li> <li>- Participation and support to UNDP corporate communications and advocacy initiatives is ensured</li> </ul> <p>Monthly and joint year progress reports are developed and agreed .</p>	February 2022	20 w/days	Project Manager, Communications and Advocacy Officer
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10.	<p>Development of series infographics on the year 2021 results</p> <ul style="list-style-type: none"> <li>- A number of communication and advocacy events are implemented around key campaigns, events and International Dates.</li> <li>New partnerships and media alliances are established for the enhanced visibility of the projects;</li> <li>- At least 1 feature/human stories are written for the corporate website;</li> <li>- Press materials, news items, media in-depths interviews are drafted on a regular basis around key events, themes within the projects;</li> <li>- The digital content for UNDP corporate social media accounts is provided on a regular basis around key undertakings, successes and events of the projects;</li> <li>- Multimedia assets are produced for each projects on a regular basis;</li> <li>- Information materials, publications, factsheets, etc. are designed and produced on a regular basis.</li> <li>- Participation and support to UNDP corporate communications and advocacy initiatives is ensured</li> </ul> <p>Monthly Progress reports are developed and agreed.</p>	March 2022	20 w/days	Managers, Communications and Advocacy Officer
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11.	<p>Deliverables for the month:</p> <ul style="list-style-type: none"> <li>- Drafting scripts, video filming, producing subtitles for promo videos. At least one video is produced for Climate Change Portfolio.</li> <li>- Implementing communication and advocacy activities around the following UN observances related to climate change.</li> <li>- News stories and information articles</li> <li>- Small-scale publications on the UNDP website including photos and/or infographics - two times a month</li> <li>- Medium-sized articles of 2 - 5 standard MS Word pages (interviews, human-story, expert comments, photo reports, etc.) – once a month. Including drafting texts, designing layouts, adapting visuals of information materials, publications, factsheets, etc. in accordance with UNDP branding and editorial guidelines. Not less than 2 small scale publications, and 1 medium-sized articles for the Climate Change portfolio.</li> <li>- Publications in UNDP social networks (small posts at Facebook, Instagram, Twitter with photos – three times a month for each of the projects. Providing support with the communication materials, social media assets, photos, etc. related to the Climate Change.</li> </ul> <p>Monthly Progress reports are developed and agreed.</p>	April 2022	20 w/days	Managers, Communications and Advocacy Officer
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12.	<p>Deliverables for the month:</p> <ul style="list-style-type: none"> <li>- News stories and information articles</li> <li>- Short materials on the UNDP website including photos and/or infographics - two times a month</li> <li>- Medium-sized articles of 2-5 standard MS Word pages (interviews, human-story, expert comments, photo reports, etc.) – once a month. Including drafting texts, designing layouts, adapting visuals of information materials, publications, factsheets, etc. in accordance with UNDP branding and editorial guidelines. Not less than 2 small scale publications, and 1 medium-sized articles each for the Climate Change portfolio.</li> <li>- Publications in UNDP social networks (small posts at Facebook, Instagram, Twitter with photos – three times a month for each of the projects. Providing support with the communication materials, social media assets, photos, etc. related to the Climate Change.</li> <li>- Develop and finalize monthly progress reports on works done for the Climate Change Portfolio.</li> <li>- Elaborate and submit Final Progress Reports for the entire period of assignment for the Climate Change Portfolio.</li> </ul> <p>Monthly Progress reports are developed and agreed .</p>	May 2022	20 w/days	Managers, Communications and Advocacy Officer
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\*The work is accepted only after it is published on the official UNDP websites (Facebook, Instagram, Twitter, etc.) and if so, shall be the ground for payment.

### Institutional Arrangement

- The expert will work closely with the project team and UNDP communication unit.
- The expert ensures the timely and high-quality implementation of the Terms of Reference;
- The expert ensures timely and rational planning, implementation of activities and achievement of results in accordance with the Terms of Reference;
- If necessary, the expert provides consultations for the project team during the entire period of the Terms of Reference;

- e) The expert is responsible for the quality of the prepared materials within the scope of the Terms of Reference;
- f) • The expert ensures the unconditional fulfillment of the requirements of the individual contract.

## **DURATION OF THE WORK**

The Individual Contract (IC) is awarded for a period of 12 months (May 2021- May 2022) to perform all expected deliverables. The total number of working days will not be more than 240 working days:

Performance under IC begins as IC awarded and completes not later than 12 months. Once received the monthly report from the Expert, the Approving Manager provides the comments\recommendations and confirmation of works acceptance within 10 working days.

## **QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR:**

### ***Competencies:***

<b>Innovation</b>	Ability to make new and useful ideas work
<b>Leadership</b>	Ability to persuade others to follow
<b>Communication</b>	Ability to listen, adapt, persuade and transform
<b>Delivery</b>	Ability to get things done while exercising good judgement

## **REQUIRED SKILLS AND EXPERIENCE**

- University Degree/Master in social sciences, journalism, marketing, mass communications;
- At least 5 (five) years of professional work experience in communications, public relations at the national level;
- Advanced skills in content management, storytelling, social media management for the development projects;
- Experience in conducting online and offline campaigns, multimedia products development and implementation;  
Experience in the usage of the office software packages, knowledge of specific software for digital content production is an asset;
- Strong analytical, writing and presentation skills;
- Previous work with UN agencies is an asset;
- Excellent English and Russian skills, excellent knowledge of Kazakh language will be a valuable asset.

## **SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENTS**

Payment for services will be made on a monthly basis subject to number of days worked. An IC Time Sheet must be submitted by the Contractor, duly approved by the Individual Contractor's supervisor, which shall serve as the basis for the payment of fees.

In case of unforeseeable travel requested by UNDP, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between UNDP and Individual Consultant, prior to travel and will be reimbursed. In general, UNDP should 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.

## EVALUATION OF APPLICANTS

Individual contractor will be evaluated based on a Combined Scoring Method taking into consideration the combination of the applicant's qualifications and financial proposal.

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

- Responsive/ compliant/ acceptable; and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation,
- Technical criteria weight (70%);
- Financial Criteria weight (30%).

Only the highest ranked candidates who received a score of at least 350 points (70%) upon the result of the technical evaluation will be admitted to the financial assessment.

JOB DESCRIPTION AUTHORIZATION	
<b>Approved by:</b>  Victoria Baigazina SDU Programme Manager	Date: 13-Apr-2021
<b>Agreed with:</b>  Sabina Mendybaeva UNDP Communications Specialist	Date: 13-Apr-2021
<b>Prepared by:</b>  Gulmira Sergazina Portfolio Project manager	Date: 13-Apr-2021