

## Terms of Reference

### A.

<b>Project title &amp; number:</b>	#123514, Enhancing Effectiveness of Social Protection Programmes and Improving Access and Participation of Socially Vulnerable Groups
<b>Activity:</b>	3.2 Provide support to the project office "Creating conditions for economic activity of persons with disabilities"
<b>Position:</b>	Public Relations and Information Support Specialist for the implementation of the National Plan for Ensuring the Rights and Improving the Quality of Life of Persons with Disabilities until 2025 (hereinafter –PR and Information Support Specialist)
<b>Type of contract:</b>	Individual contract
<b>Duty station:</b>	Nur-Sultan
<b>Contract duration:</b>	June – December 2021 (7 months, not more than 148 working days)

### B. Project Description

In order to effectively promote the Convention on the rights of persons with disabilities and improve the social services system, the Ministry of labor and social protection of population of the Republic of Kazakhstan (hereinafter – the Ministry) and the United Nations Development Program in Kazakhstan (hereinafter – UNDP) have signed an Agreement on the implementation of a joint project "Enhancing Effectiveness of Social Protection Programmes and Improving Access and Participation of Socially Vulnerable Groups" for 2021-2023 (hereinafter – a joint project).

The project is aimed at further supporting the efforts of the Republic of Kazakhstan in improving social policy in accordance with the Strategy "Kazakhstan 2050" and the National Plan for ensuring the rights and improving the quality of life of persons with disabilities until 2025 (hereinafter – the National Plan).

In February 2015, the Republic of Kazakhstan ratified the Convention on the rights of persons with disabilities (CRPD).

According to article 33 of the CRPD, States Parties shall, in accordance with their organizational structure, designate one or more bodies responsible for matters related to the implementation of the Convention.

The functions of the body coordinating the implementation of the rights and social protection of persons with disabilities in the system of executive authorities are assigned to the Ministry, which ensures the development and implementation of state policies in the field of labor, living standards and incomes, pensions, employment and unemployment, and social protection of the population.

In return, the Ministry carries out its activities through subordinate organizations in cooperation with central and local executive bodies, public associations and other organizations.

In 2020, the Ministry, on behalf of the Government, opened the **Project Office "Creating opportunities for economic activity for persons with disabilities"** (hereinafter referred to as the Project Office), the work of which was supported by the UNDP in the framework of the joint project 2018-2020.

Considering the scale of work on the implementation of the Convention's norms, the need for constant monitoring and control over their application, the Ministry appealed to UNDP with a proposal to continue the work of the Project Office and expand its functions. It is planned that the Project Office will consist of the following specialists:

1. a coordinator,
2. an expert on accessibility of facilities, services and Assistive Aids,
3. an expert on professional and social rehabilitation,
4. an consultant on employment,
5. a specialist on information support,
6. a specialist in public relations,
7. an expert on analysis of procurement,
8. an expert on reducing corruption risks,
9. a specialist in the implementation of the Atlas of Recommended Professions

10. a specialist in technical support for the implementation of the Atlas of Recommended Professions.

UNDP agreed to support this initiative, as it is consistent with the mission of UNDP and the objectives of the joint project.

The main areas of work of the Project Office:

- monitoring and promotion of selected activities of the National Plan;
- creating conditions for self-realization, employment and economic activity of persons with disabilities;
- support of Project Office "Adaldyk Alany".

The activities of the Project Office will be aimed at analyzing and developing recommendations, proposals, providing assistance and practical assistance to the Ministry in promoting and implementing initiatives aimed at social protection and ensuring the rights of persons with disabilities.

Current terms of reference will cover the scope of work for a PR and Information Support Specialist. The aim of the current assignment is raising public awareness on disability issues and strengthening the rights and dignity of persons with disabilities, recognizing their contribution to the development of the country, including in the labor market, popularization of the ideas and principles of the Convention on the Rights of Persons with Disabilities and promotion of the information portals: "Social protection of persons with disabilities" <https://inva.gov.kz> and Portal of Social Services <https://aleumet.egov.kz>.

### **C. Scope of Work**

#### Objectives:

- Development and coordination of the implementation of the communication strategy and communications action plan, including SMM, with clear timeframe, and KPIs, aimed at raising visibility of the issues of rights of PWD and social protection. Both documents need to be coordinated with the Ministry;
- Plan and implementation offline and digital communications/media initiatives around key deliverables, knowledge-products, analysis, events;
- Development of a concept and organization media training on the aspects of covering disability in the media for Kazakh and Russian speaking media community;
- Promotion of the Portal of Social Services among the target groups and media outlets with specific focus on generating the success stories.
- Development of new communications partnerships to enhance the visibility of thematic agenda, identify innovative opportunities and new communications tools and platforms to display the key work of the Ministry and Project Office;
- Draft features, human stories, news items, press releases, thematic blogs, etc. for the websites of the MLSP RK and UNDP, and creation of social media content, targeting media, national partners, general publics, and other target audiences;
- Conceptualize and manage the production of the related multimedia assets, around key topics, successes and impactful results;
- Liaise with the press offices of the national partners, stakeholders for joint communications and visibility efforts;
- Build network of opinion leaders, social media influencers, etc. to promote the key results of office and thematic areas;
- Provision of content development and management support to the "Social protection of persons with disabilities" website (<https://inva.gov.kz>), using various formats of presenting the information (text, graphics, audio-visual materials, etc.).
- Conduction of media monitoring of the PWD and social protection public agenda and provision of weekly content analysis of publications in conventional and electronic media, social media platforms regarding the issues under consideration and main areas of work of the Project Office;
- Development of a concept and organization media training on the aspects of covering disability in the media for Kazakh and Russian speaking media community;

- Capitalize on the media interest around the issues of social protection and rights of PWD and undertake activities to promote media coverage including but not limited to press conferences, interviews, press seminars, public statements, speeches and other special media activities.  
This also includes a) preparation of press materials (press releases, media advisories, media kits) for events organized and conducted by the Ministry with regards to the key thematic areas (protection of the rights of persons with disabilities); b) generating media stories (pitching story ideas to the media outlets, drafting the stories, developing storylines, providing quality assurance of the materials to be published, etc) in media outlets. Minimum outreach KPIs: at least 1 publication in print media per month; at least 2 appearance in electronic media per month.

#### D. Expected Outputs and Deliverables

Deliverables/ Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required <i>(Indicate designation of person who will review output and confirm acceptance)</i>
<ul style="list-style-type: none"> <li>• A communication strategy and communications action plan for raising visibility of the issues of rights of PWD and social protection;</li> <li>• Planning and implementation of offline and digital communications/media initiatives;</li> <li>• The training on the topic "Coverage of disability in the media";</li> <li>• Preparation (participation in preparation) and placement of publications in print media and in social networks, messengers;</li> <li>• Conduction of media monitoring of the PWD and social protection public agenda and provide weekly content analysis of publications.</li> </ul> <p>Strategy and Plan are developed and finalized Monthly Progress report is developed and finalized</p>	June 2021 (22 w.d)	30.06.2021	Coordinator of the Project Office and the UNDP project manager
<ul style="list-style-type: none"> <li>• Promote the Portal of Social Services among the target groups and media outlets with specific focus on generating the success stories;</li> <li>• Develop new communications partnerships to enhance the visibility of thematic agenda, identify innovative opportunities and new communications tools;</li> <li>• Preparation (participation in preparation) and placement of publications in print media and in social networks, messengers;</li> <li>• Organization of speeches by representatives of the Ministry and other speakers on the implementation and protection of the rights of persons with disabilities in electronic media;</li> <li>• Participation in the preparation and conduct of briefings, press conferences, other events and actions on social protection and the realization of the rights of persons with disabilities, held with the participation of representatives of the</li> </ul>	July 2021 (20 w.d)	30.07.2021	Coordinator of the Project Office and the UNDP project manager

media and the public, ensuring their comprehensive information and organizational support.			
Monthly Progress report is developed and finalized			
<ul style="list-style-type: none"> <li>• Creation of social media content, targeting media, national partners, general publics, and other target audiences;</li> <li>• Liaise with the press offices of the national partners, stakeholders for joint communications and visibility efforts;</li> <li>• Content development and management support to the “Social protection of persons with disabilities” website (<a href="https://inva.gov.kz">https://inva.gov.kz</a>), monitoring the relevance of the information posted on it;</li> <li>• Preparation of press materials (press releases, media advisories, media kits) for events organized and conducted by the Ministry with regards to the key thematic areas (protection of the rights of persons with disabilities).</li> </ul>	August 2021 (21 w.d)	31.08.2021	Coordinator of the Project Office and the UNDP project manager
Monthly Progress report is developed and finalized			
<ul style="list-style-type: none"> <li>• Build network of opinion leaders, social media influencers, etc.;</li> <li>• Promote the Portal of Social Services among the target groups and media outlets with specific focus on generating the success stories;</li> <li>• Conduction media monitoring of the PWD and social protection public agenda and provide weekly content analysis of publications;</li> <li>• Generating media stories (pitching story ideas to the media outlets, drafting the stories, developing storylines, providing quality assurance of the materials to be published, etc) in media outlets.</li> </ul>	September 2021 (22 w.d)	30.09.2021	Coordinator of the Project Office and the UNDP project manager
Monthly Progress report is developed and finalized			
<ul style="list-style-type: none"> <li>• Draft features, human stories, news items, press releases, thematic blogs, etc.;</li> <li>• Conceptualize and manage the production of the related multimedia assets, around key topics, successes and impactful results;</li> <li>• Generating media stories (pitching story ideas to the media outlets, drafting the stories, developing storylines, providing quality assurance of the materials to be published, etc) in media outlets;</li> <li>• Conduction of media monitoring of the PWD and social protection public agenda and provide weekly content analysis of publications;</li> <li>• Content development and management</li> </ul>	October 2021 (21 w.d)	29.10.2021	Coordinator of the Project Office and the UNDP project manager

support to the “Social protection of persons with disabilities” website ( <a href="https://inva.gov.kz">https://inva.gov.kz</a> ).			
Monthly Progress report is developed and finalized			
<ul style="list-style-type: none"> <li>• Promote the Portal of Social Services among the target groups and media outlets with specific focus on generating the success stories;</li> <li>• Liaise with the press offices of the national partners, stakeholders for joint communications and visibility efforts;</li> <li>• Plan and implement offline and digital communications/media initiatives around key deliverables;</li> <li>• Create social media content, targeting media, national partners, general publics, and other target audiences;</li> <li>• Generating media stories (pitching story ideas to the media outlets, drafting the stories, developing storylines, providing quality assurance of the materials to be published, etc) in media outlets ;</li> <li>• Preparation of press materials (press releases, media advisories, media kits) for events organized and conducted by the Ministry with regards to the key thematic areas (protection of the rights of persons with disabilities).</li> </ul>	November 2021 (22 w.d)	30.11.2021	Coordinator of the Project Office and the UNDP project manager
Monthly Progress report is developed and finalized			
<ul style="list-style-type: none"> <li>• Conceptualize and manage the production of the related multimedia assets, around key topics, successes and impactful results;</li> <li>• Draft features, human stories, news items, press releases, thematic blogs, etc.;</li> <li>• Conduction media monitoring of the PWD and social protection public agenda and provide weekly content analysis of publications;</li> <li>• Content development and management support to the “Social protection of persons with disabilities” website (<a href="https://inva.gov.kz">https://inva.gov.kz</a>).</li> </ul>	December 2021 (20 w.d)	31.12.2021	Coordinator of the Project Office and the UNDP project manager
Monthly Progress report is developed and finalized			
Total:	148 w.d		

#### E. Institutional Arrangement

The PR and Information Support Specialist will work:

- under the overall supervision of the Coordinator of the Project Office and the Manager of joint project;
- in close cooperation with the assigned expert (s) of the Department of the MLSPK RK;
- in collaboration with the project team.

The policy and content of the Project Office is determined by the Ministry in consultation with the UNDP. The Coordinator, participating in events of different levels, represents the Ministry.

The correspondence of the Project Office is processed through the Department of the MLSP RK by preparing draft letters and accompanying them at the stages of signing, registration, sending and receiving by the addressee.

The schedule, mode and format of the PR and Information Support Specialist's work is determined by the Coordinator of Project Office in consultation with the Department of the MLSP RK.

The results of the work (information, service and analytical notes, recommendations, proposals) and monthly reports are submitted by the Information Support Specialist to the Coordinator of the Project Office and to the Project Manager.

The Manager and the Expert of the joint project will provide their comments and recommendations/approval of the work within 1 week from the date of submission of the reports.

UNDP does not provide laptops (computers) to the Project Office specialist. However, the costs of paying for the office and Internet connection in the rented office are covered by UNDP.

#### **F. Duration of the Work**

The duration of work is 7 months of the assignment including effective person-days (not more than 148 working days). The expected date of full completion is 31 December 2021. The contract is planned to be started in June 2021 and expected to be completed on 31 December 2021.

#### **G. Duty Station**

The Office (near the Ministry of Labor and Social Protection of Population) at the address: Building 8, Mangilik El avenue, Nur-Sultan.

#### **H. Qualifications of the Successful Individual Contractor**

- Higher professional education in journalism, communication, public relations, social sciences or in related areas;
- Experience communications, public relations for at least 5 years, the experience of information support of the social sphere will be an advantage;
- Knowledge of the legislation of the Republic of Kazakhstan on mass media;
- Excellent communication skills and the ability to work in an environment that involves interaction and cooperation with several parties, including representatives of the central and local executive authorities, the civil and academic community, and other partners;
- High level of computer skills (Microsoft Office, Internet);
- Business correspondence, communication and presentation skills;
- Knowledge of Russian and Kazakh languages., English would be as advantage.

#### **I. Scope of Price Proposal and Schedule of Payments**

The financial proposal should specify an all-inclusive daily fee in KZT. The term "All inclusive" implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal.

Payments for professional services are done monthly based on the all-inclusive daily rate and the actual number of days worked during the calendar month, upon IC Time Sheet submitted by the Contractor and a satisfactory performance, duly approved by the Coordinator of the Project Office, UNDP project manager and the Head of Governance Unit.

#### **J. Recommended Presentation of Offer**

The following documents are to be provided:

- a) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;

- b) **Personal CV**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate;
- c) **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. 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.
- d) Other documents certifying the work experience, expertise, education, and skills (qualification improvement certificates\diplomas, awards, etc.).

**K. Criteria for Selection of the Best Offer**

Combined Scoring method – where the qualifications and methodology will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%.

**M. Approval**

**This TOR is prepared by :** Botagoz Yussupova, Project Manager

Signature	<u>Botagoz Yussupova</u>
Date of Signing	<u>28-Apr-2021</u>

**This TOR is approved by :** Konstantin Sokulskiy, ARR OiC

Signature	<u>Konstantin Sokulskiy</u>
Date of Signing	<u>28-Apr-2021</u>