



## TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF INDIVIDUAL CONSULTANT (IC)

### GENERAL INFORMATION

<b>Services/Work Description:</b>	<b>Development of DSPD Website and Social Media Platforms and Upgrading of OP Website</b>
<b>Project/Program Title:</b>	STRENGTHENING INCLUSIVE CITIZEN ENGAGEMENT FOR MORE ACCOUNTABLE GOVERNANCE IN THE GAMBIA
<b>Post Title:</b>	Website & Social Media national consultant
<b>Consultant Level:</b>	<b>Expert consultant</b>
<b>Duty Station:</b>	UNDP Gambia Country Office
<b>Expected Places of Travel:</b>	in-country travel
<b>Duration:</b>	50 working days
<b>Expected Start Date:</b>	Immediately after Concluding Contract Agreement

### I. BACKGROUND / PROJECT DESCRIPTION

The Department of Strategic Policy and Delivery (DSPD), which was formally known as the Policy Analysis Unit (PAU), is under the office of the Secretary General at the Office of the President (OP). PAU was created in the 1980s, to offer policy advisory support to the President through the office of the Secretary General. The ultimate mandate of the unit has now been expanded to provide technical advice, support and analysis for the President and Cabinet to improve evidence-based decision-making and policy coordination at the level of the executive. Through more informed decisions and improved coordination, the government will be better able to deliver on its development aspirations as detailed in the National Development Plan and other policy documents.

DSPD is the new technical arm of the Office of The President, functioning to assist and enable the President to develop, implement and monitor the vision of the government and to provide strategic leadership for cross-sectoral policies or programmes. The Director General of DSPD, who heads the department is responsible for leadership, strategic management, innovations, talent management and functionality of the DSPD in liaison with the Office of the Secretary General, the Cabinet Office and other Ministries, Departments and Agencies (MDAs) and other stakeholders. DSPD comprises of 3 units - Policy Analysis, Delivery and Coordination. The Policy Analysis Unit evaluates and coordinates public policy; the Delivery Unit tracks and unblocks challenges in program implementation whilst the Coordination Unit serves as a key interlocutor between Government and development partners.

DPSD through its respective units, has been supporting sectors to enhance policy formulation and execution, delivery of Government priority programs and policies as well coordinating the activities of developing partners in country in order to collectively achieve the NDP goals.

Therefore, to keep sectors, development partners and citizens informed on the work of DSPD, a website and social media platform is necessary to engage and share information with citizens on key issues relating to the NDP, through a user-friendly website and social media platform.

However, OP being the Executive arm of Government, has a responsibility of coordinating and informing the rest of Government on key policy and development issues affecting the effective functioning of Government as whole. To enable OP in keeping citizens well informed, a responsive and user-friendly website and social media platforms for the OP is also required to engage and share timely information with citizens. To this end, the OP website will be upgraded

As a result, the overall outcome of strengthening inclusive engagements between citizens as rights holders and duty bearers to increase performance, transparency, accountability, and promote peace in the country will be achieved.

## **II. SCOPE OF THE WORK**

The consultant will work under the supervision the Director General of DSPD and her team, in close cooperation with the UNDP Governance and Accountability Project coordinator. He/she will undertake the following functions within the indicated timelines:

- Inception report/action plan to capture the expectation of management on how to deliver the project. Define clear timelines and outputs.
- Work with relevant members of the team and key stakeholders to identify the purpose, requirements and functions needed for the website and social media tools, and to understand the end users' needs.
- Source and collate relevant information, Photos and videos from existing documents/website, members of the team, OGI and other credible sources and create content for the website and social media platforms.
- Create an independent tab in the website documenting all OGI activities that have been implemented to date.
- Submit draft website and social media tools for validation by DSPD and relevant stakeholders and implement the recommendations/modifications.
- Facilitate the launch of the website.
- Make recommendations on the most effective use of the social media accounts.
- Train DSPD/OP staff on website and social media use and submit guidelines for updating the sites.
- Advise on how best to increase traffic to the website and social media platforms.
- Address security and hosting issues, as needed.
- Facilitate the creation of corporate email addresses for all DSPD staff.
- Other tasks that are necessary

### III. EXPECTED OUTPUTS AND DELIVERABLES

No.	Deliverables / Outputs	Estimated Duration to Complete	Review and Approvals Required
1	Inception plan with clearly defined timelines and outputs presented to DSPD and UNDP	10 Working days	DSPD; UNDP
2	A database-driven website for DSPD and a revamped database-driven website for OP, that will allow the addition of a variety of functionalities and applications both presently and in future including reporting and analysis tools.	30 Working days	DSPD/OP; UNDP
	A custom content management system (CMS) that is robust, with a user-friendly interface that makes it easy-to-use even for non-technical staff.		
	Social media platforms that will not only help keep stakeholders informed on relevant developments, but also help drive traffic;		DSPD/OP; UNDP
4	A user manual and training of support staff and system administrators	10 Working days	DSPD/OP; UNDP
5	Embedded security measures to ensure personal and sensitive data on the site remains protected		
	Functional corporate emails		DSPD; UNDP

### IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- UNDP, through its Programme Unit and the Implementing Partner officers, will manage and oversee the evaluation process. Consultant will submit weekly reporting to DSPD and **UNDP**.
- DSPD will provide guidance and assess the quality of the documents

### V. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC

- DSPD will provide to the prospect IC with office space, facilitate meetings and training arrangements and offer administrative and logistics supports.

### VI. DURATION OF THE WORK

- The duration of the consultancy is **50 working days**.

### VII. QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR (IC)

#### **a. Academic Qualifications:**

A minimum of bachelor's degree in Computer Science, Programming, Software Engineering, Multimedia Arts, Information Design, Graphic Design, Visual Communications or related fields. Additional certifications would be an advantage.

#### **b. Years of experience:**

- Extensive experience in web design, development, and content uploading/integration, using the latest platforms and programming languages, and designed for both desktop and mobile, as well as iOS, Android, and other types of devices and operating systems
- Solid experience in building websites designed for Central Government.
- Experience in API integrations
- Thorough functional knowledge and experience in coding
- Experience in or knowledge of Search Engine Optimization
- Excellent creative/design skills, and creative approach to communications

- Solid experience in using digital media and communications for marketing, communications, and stakeholder engagement
- Previous work in software development firms, corporate IT departments, digital marketing agencies, or multimedia newsrooms would be an advantage
- Previous work experience with governments and/or international development agencies would be an asset

**C. Competencies:**

- Accuracy, punctuality and reliability.
- Ability to communicate effectively in writing.
- Strong organizational and communication skills, ability to work in a team.
- Ability to use ICT as a tool and resource.
- Ability to work against tight deadlines.
- Commitment to UN values.

**d. Language and other skills:**

- Excellent knowledge of English, including the ability to set out a coherent argument in presentations and group interactions.
- Capacity to communicate fluently with different stakeholders (government authorities; civil society, local communities, project staff); and
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet applications will be required.

**e. Compliance of the UN Core Values:**

- Demonstrates integrity by modelling the UN's values and ethical standards
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

**Important Note:**

The Consultant is required to have the following professional and technical qualifications. **Only the applicants who hold these qualifications** will be shortlisted and contacted.

**VIII. CRITERIA FOR SELECTING THE BEST OFFER**

Upon the advertisement of the Procurement Notice, qualified Individual Consultant is expected to submit both the Technical and Financial Proposals. Accordingly, Individual Consultants will be evaluated based on Cumulative Analysis as per the following scenario:

- 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. In this regard, the respective weight of the proposals are:
  - a. Technical Criteria weight is **70%**
  - b. Financial Criteria weight is **30%**

Criteria	Weight
A bachelor's degree in media, film production or communications, or post high-school certificate with seven years of relevant experience.	5
Five years professional experience in area of specialization, including experience working with government, civil society, and international organizations	15
Similar experience developing results-oriented communication products and material for the public or private enterprises, including UN agencies	10

Language (English required and at least 1 local language)	
Technical and financial Proposal (including at least: cover letter, previous, similar assignments, methodology, CVs of team composition, detailed budget)	40
Financial weight	30
<b>Total Score Technical Score * 70% + Financial Score * 30%</b>	

#### IX. PAYMENT MILESTONES AND AUTHORITY

The qualified consultant shall receive his/her service fees upon certification of the completed tasks satisfactorily, as per the following payment schedule:

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained	Percentage of Payment
1 <sup>st</sup> Installment	Mobilization: Upon submission of Inception report	UNDP	10%
2 <sup>nd</sup> Installment	Submission of draft DSPD website and revamped OP website and social media platforms	"	60%
3 <sup>rd</sup> Installment	Submission and approval of final and validated DSPD website, revamped OP website and social media platforms	"	30%
	Operational website; Website available Online		
	Training and skills transfer to staff		
	Completion Report		

#### XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS

- The Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.

#### XII. ANNEXES TO THE TOR

This TOR is approved by:

*Abdou Touray*

Signature: .....

Name and Designation: Mr. Abdou Touray, Head of Governance Ad Interim  
02-Jun-2021

Date of Signing: .....