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TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF CONSULTANCY FIRM

GENERAL INFORMATION

Services/Work Description: Development of Digital media content for the Gambia Federation for the Disabled

Project/Program Title: Strategic Communications **Officer**

Duty Station: UNDP Gambia [Accelerator Lab](#)

Expected Places of Travel: [Office](#)

Duration: [Five Weeks](#) with possibility of extension

Expected Start Date: [Immediately after Concluding Contract Agreement](#)

BACKGROUND / PROJECT DESCRIPTION

UNDP is the UN's global development network, an organization that advocates for change and connecting countries to knowledge, experience, and resources to help build resilient nations and improve the livelihoods of people. UNDP The Gambia was established in 1975 as a development partner to provide technical assistance through advice, access to its global knowledge networks and financial support to implement government development frameworks to boost capacity development and promote national efforts to eradicate poverty and attain the Sustainable Development Goals (SDGs).

In The Gambia, UNDP supports national efforts for sustainable human development in line with the Gambian National Development Plan (NDP) 2018 – 2021 which is aligned with the 2030 Agenda for Sustainable Development/SDGs and the African Union Agenda 2063. To deliver on its mandate, UNDP partners with key government institutions and employs different means of actions including institutional capacity strengthening, harnessing strategic linkages, support to evidence-based policy formulation, planning and implementation, resource mobilization, support to national planning processes and mainstreaming of relevant issues.

SCOPE OF THE WORK

The hired individual/company will be working closely with the with UNDP Accelerator Lab and the Gambia Federation of the disabled (GFD), liaising with the communication officer to develop digital and print media content to be aired on public and private TV and radio stations, publish on print billboards and social media. The company will also provide the technical expertise in video production including editing, digitizing communication and reporting materials. The company will produce a digitization strategy and action plan for the GFP after liaising with the UNDP Accelerator Lab and the Gambia Federation of the Disabled.

The consultant will:

In consultation with the Accelerator Lab Gambia team and GFD, utilize different mediums including social media posts, digital infographics, Billboards and the production of video clips for the purpose of sensitizing the general public about the challenges of persons with disability. Furthermore, the consultant will work with GFD to develop strategies to give greater publicity to the work of GFD and position the group to be better represented in and at public platforms and opportunities. Specifically, the consultant will:

- Coordinating with the GFD secretariat and members to develop and produce video and script content which would be aired on both private and public TV.
- Working with disabled persons, ensuring the inclusion of those living in rural communities to obtain personal stories and experiences to integrate into the content produced.
- Produce high quality photo imagery to be displayed on print media e.g. billboards, posters.
- Strategically coordinate and on the location of media content for both digital and print media e.g. billboards, videos etc.
- Promote visibility for GFD and its member associations ensuring equal representation for all

Expected outputs and deliverables

	Deliverables/outputs	Estimated duration of completion	Reviews and approvals required
1	Interviewing and obtaining stories from GFD and persons of disability in the rural community	2 week	UNDP AccLab Team and GFD
2	Videography and photography production content of	2 week	UNDP AccLab Team and GFD
3	Presentation of the final product to be aired on private and public TV	1 Weeks	GFD
4	Produce a digital media (communications) strategy for GFD	5 weeks	UNDP AccLab Team and GFD

IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- The Accelerator Lab will manage and oversee the evaluation process. Consultant will submit reporting by milestones to the UNDP Accelerator Lab
- The UNDP Senior Executive Managers will provide guidance and assess the quality of the project.

V. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC

- The Lab team will be in-charge for offering both administrative and logistics supports

VI. DURATION OF THE WORK

- The duration of the consultancy is **35 working days**.

VII. QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR (IC)

a. Academic Qualifications:

- Master's degree in Digital Communications with 2 years working experience or Bachelor's degree in Digital Communication or related field with heavy focus on Digital media.

b. Competencies:

- Good knowledge in digital media production with experience working with Gambian media houses.
- Understanding of cultural sensitivities working with, especially persons with disability, but also marginalized groups and communities
- Compliance of the UN Core Values

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

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	Max. Point
Technical Competence (based on CV, Proposal and interview (if required))	70%	100
<ul style="list-style-type: none"> ▪ Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization & completeness of the proposal 		50*
<ul style="list-style-type: none"> ▪ Criteria b. Technical competence 		25**
<ul style="list-style-type: none"> ▪ Criteria c. Relevant Experience 		25**
Financial (Lower Offer/Offer*100)	30%	30
Total Score	Technical Score * 70% + Financial Score * 30%	

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 st Installment	Interviewing and obtaining stories from GFD and persons of disability in the rural community	RR / AccLabGM	20%
2 nd Installment	Videography and photography production	“	30%
3 rd Installment	Presentation of the final product for airing on private and public TV	“	20%
4 th Installment	Produce a digital media strategy for GFD	“	30%

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.

