

# Terms of reference



## GENERAL INFORMATION

**Title:** Multimedia Communications Support Specialist  
**Project Name :** UNCG  
**Reports to:** UNIC Officer-in-Charge  
**Duty Station:** Home based  
**Expected Places of Travel (if applicable):** N/A  
**Duration of Assignment:** 132 working days within 7 months

## REQUIRED DOCUMENT FROM HIRING UNIT

✓	TERMS OF REFERENCE
3	<b>CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT , please select :</b>
	(1) Junior Consultant
	(2) Support Consultant
	<b>(3) Support Specialist</b>
	(4) Senior Specialist
	(5) Expert/ Advisor
	<b>CATEGORY OF INTERNATIONAL CONSULTANT , please select :</b>
	(6) Junior Specialist
	(7) Specialist
	(8) Senior Specialist
	APPROVED e-requisition

## REQUIRED DOCUMENTATION FROM CONSULTANT

✓	P11 or CV with three referees
✓	Copy of education certificate
✓	Completed financial proposal
✓	Completed technical proposal

### ***Need for presence of IC consultant in office:***

☐ partial (explain)

☐ intermittent (explain)

☒ full time/office based (needs justification from the Requesting Unit) : **the consultant duty station is homebased**

### **Provision of Support Services:**

Office space: ☐ Yes X No

Equipment (laptop etc): ☐ Yes X No

Secretarial Services ☐ Yes X No

If yes has been checked, indicate here who will be responsible for providing the support services:

## I. BACKGROUND

On 25 September 2015, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development were adopted by the world leaders at a historic UN Summit and came into force on 1 January 2016. Over the next few years with these new Goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind. With the adoption of the 2030 Agenda, UN Member States including Indonesia pledged to ensure “no one will be left behind” and to “endeavour to reach the furthest behind first”.

The pledge to leave no one behind (LNOB) is a commitment to end extreme poverty in all its forms and to act explicitly to ensure that those who have been left behind can catch up to those who have experienced greater progress. Practically, the pledge means all governments must chart a new course aimed specifically at curbing inequalities between people, groups and places; correcting for legacies of discrimination and exclusion both between and within countries; and prioritizing and fast-tracking progress among the furthest behind. Leaving no one behind is a recurring and overarching objective of the 2030 Agenda and the Sustainable Development Goals (SDGs). Implementing the pledge, thus, does not imply a separate course of action but is intrinsic to the action required to achieve the SDGs.

Under the leadership of the UN Resident Coordinator, the UN Country Team (UNCT) in Indonesia (23 Agencies, Funds and Programmes and Non Resident Agencies with more than 1,000 personnel) currently provides policy advice, technical support and knowledge sharing on a host of development priorities, outlined in the current UN 5-year Cooperation Framework in Indonesia (UN Sustainable Development Cooperation Framework / UNSDCF) 2021–2025 synchronised with the national mid-term development plan (RPJMN). The UNSDCF includes ongoing support of multi-stakeholder responses for COVID-19 pandemic in Indonesia to recover better with leaving no one behind.

In view of elevating public awareness of the UN’s work in the country in supporting the Government of Indonesia to recover better – while leaving no one behind, the UN in Indonesia through its UN Communications Group/UNCG (forum of communicators of UN agencies present in the country) wishes to engage a proficient Communications Support Specialist (Consultant). The incumbent shall be responsible to develop multimedia content for UN in Indonesia’s digital channels (social media and website) in response to the COVID-19 response in terms of the three pillars of health, humanitarian and development under the guidance of the UNIC Director, while ensuring the compliance towards the overall United Nations’ digital guideline.

## II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

The Communications Support Specialist is expected to provide support related to outputs below:

### **Output 1. Multimedia assets on LNOB:**

- 1.1 Develop an engaging and informative digital content (bilingual) around COVID-19 response and LNOB for inputting in the monthly editorial calendar;
- 1.2 Populate monthly grid with national content by coordinating with various UN agencies in Indonesia related to COVID-19;
- 1.3 Incorporate the final editorial content to Buffer or designated software for scheduling;
- 1.4 Regular coordination with focal point from UNCG and involved in the monthly editorial meeting.

**Output 2. Digital Asset/Content Management:**

- 2.1 Coordinate incoming asset/content from HQ or UNCG and incorporate them in the corresponding space in the online sharing platform;
- 2.2 Maintain a frequent update on the UNCG and UNIC Jakarta Trello board;
- 2.3 Share relevant materials/asset with partners;
- 2.4 Coordinate with other UNIC/RCO team including the website support and graphic designer for translating/repackaging global materials to fit local context.

**Output 3. Digital Communications Analysis on LNOB:**

- 3.1 Closely monitor posted content in all channels and provide relevant suggestion/advisory to UNIC team;
- 3.2 Perform social listening to acquire insight on trending topic / matters primarily connected to LNOB and its target groups;
- 3.3 Develop weekly digital content analysis comprise of social media and website insights;
- 3.4 Develop ad-hoc content analysis in relation to campaigns, events or specific UN observances or events related to recovering better and LNOB;
- 3.5 Share relevant outcomes of the digital communications analysis to UNCG on a regular basis.

**Output 4. Raising awareness on LNOB and UN Work:**

- 4.1 Support to the development of UN in Indonesia key messages on how the UN is working together and the UN's collective contribution in popular language that can be easily understood by general public;
- 4.2 Translate messages of key global campaigns with international legitimacy on LNOB to country-context;
- 4.3 Collate materials from UN agencies on said theme to be incorporated into existing UN in Indonesia's media/publications including monthly newsletter and weekly recap;
- 4.4 Identify long-term thematic campaign on LNOB;
- 4.5 Support to the development of a media strategy in addressing the sensitivities of LNOB.

**Output 5. Advocacy support on LNOB: Be the voice of those left behind**

- 5.1 Identify champions from CSO, academia, government, parliamentarians, etc. to speak on LNOB groups;
- 5.2 Help to develop an engagement plan in advocating LNOB with said champions;
- 5.3 Identify a few key groups left behind for comprehensive, joint UNCT advocacy with the government.

**Output 6. Refinement of UN in Indonesia LNOB publications**

- 6.1 Identify new and refined visual outlook of UN in Indonesia LNOB publications including but not limited to monthly newsletter and Weekly Recap;
- 6.2 Benchmarking design/layout in close coordination with designated visual graphic designer;
- 6.3 Develop the new outlook while adhering to the overall UN's corporate brand guideline/manual.

The deliverables will be as followed:

Deliverables/ Outputs	Estimated number of working days	Completion deadline	Review and Approvals Required
Deliverable 1. Multimedia assets on LNOB	22	26 Aug'21	UNIC Director/NIO
Deliverable 2. Digital Asset/Content Management	22	27 Sep'21	UNIC Director/NIO
Deliverable 3. Digital Communications Analysis on LNOB	22	28 Oct'21	UNIC Director/NIO
Deliverable 4. Raising awareness on LNOB and UN Work	22	29 Nov'21	UNIC Director/NIO
Deliverable 5. Advocacy support on LNOB: Be the voice of those left behind	22	30 Dec'21	UNIC Director/NIO
Deliverable 6. Refinement of UN in Indonesia LNOB publications	22	2 Feb'22	UNIC Director/NIO

### III. WORKING ARRANGEMENTS

#### Institutional Arrangement

Consultant is expected to work off-site/home based. He/she would exercise regular coordination with the UNIC/UN in Indonesia team through daily touch base on a messaging platform; weekly team meeting among others.

#### Duration of the Work

*132 working days within 7 months*

#### Duty Station

Homebased

#### Travel Plan

Below is an indicative travel plan for the duration of the assignment. The Consultant will be required to travel to the below indicated destinations and include the relevant costs into the proposal. There may be also unforeseen travel that will come up during the execution of the contract which will be agreed on ad-hoc basis.

No	Destination	Frequency	Duration/days
	NA		

#### IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

##### I. Academic Qualifications:

*Bachelor degree graduates from the field of Communications, Public Relations, Marketing or Social Sciences.*

##### II. Years of experience:

1. Minimum of 3 years in the field of Communications – including digital communications /marketing, creative communications, social media content development and data insights/analytics
2. Experience in developing digital communications strategy/plan
3. Experience in developing digital communications (social media) analysis – featuring insights, traffic, impressions and engagements
4. Experience in working with the United Nations, governments, CSOs/NGOs, or reputable multimedia firm is advantageous

##### III. Competencies and special skills requirement:

- Fluency in developing digital communications strategy/plan
- Familiarity in developing digital communications (social media) analysis – featuring insights, traffic, impressions and engagements
- Has the access and the ability to utilise relevant tools/applications for digital content management
- Has the exposure, familiarity or knowledge and understanding of topics such as SDGs and “leaving no one behind” is beneficial
- Has the access to relevant multimedia editing peripherals including laptop/desktop and supporting applications when possible - such as Adobe Illustrator, InDesign, Photoshop, Premiere Pro and or Final Cut Pro
- Ability to work remotely and independently with minimum supervision

#### V. EVALUATION METHOD AND CRITERIA

##### Cumulative analysis

*When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:*

*a) responsive/compliant/acceptable, and*

*b) 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 candidates obtaining a minimum of 70 point would be considered for the Financial Evaluation*

<b>Criteria</b>	<b>Weight</b>	<b>Maximum Point</b>
<u>Technical</u>	70%	
Criteria A: qualification requirements as per TOR:		100

1. Bachelor Degree in Communications, Public Relations, or Social Sciences	10		
2. Minimum of 3 years in the field of Communications – including digital communications /marketing, creative communications, social media content development and data insights/analytics	10		
3. Experience in developing digital communications strategy/plan	20		
4. Experience in developing digital communications (social media) analysis – featuring insights, traffic, impressions and engagements	20		
5. Experience in working with the United Nations, governments, CSOs/NGOs, or reputable multimedia firm is advantageous	10		
<ul style="list-style-type: none"> <li>• <i>Criteria B: Brief Description of Approach to Assignment</i> <ul style="list-style-type: none"> <li>○ <i>Detailed understanding of Digital Communication; social media content, communications data analytic</i></li> <li>○ <i>Approach and methodology to comprehend the required scope of work</i></li> </ul> </li> </ul>	20  10		
• <i>Criteria C: Further Assessment by Interview (if any)</i>			