

Terms of Reference for Consultant to develop a Communication Strategy on Sexual Harassment

Location:	Home-based
Application Deadline:	1 July 2021
Type of Contract:	Individual Contract
Post Level:	Consultant (International Consultant)
Languages Required:	English
Starting Date:	2 August 2021
Duration of Initial Contract:	2 August 2021 – 31 October 2021
Expected Duration of Assignment:	3 months

BACKGROUND

Harassment of any type is antithetical to the principles of the UN, and sexual harassment in particular undermines its credibility, denies the principles of non-discrimination on the basis of sex and gender, and degrades its staff. The Secretary-General and UN system leaders committed to a zero-tolerance approach to tackling sexual harassment, to strengthening victim-centered prevention and response efforts, and fostering a safe, equal and inclusive working environment across the UN system. To realize these commitments, the UN System Chief Executives Board for Coordination (CEB) established in November 2017 the CEB Task Force on Addressing Sexual Harassment within the organizations of the UN system ('Task Force') to drive joint action in key priority areas. One of the priority areas for the Task Force in 2020-2021 is to raise awareness of the UN system approach to addressing sexual harassment and promote instruments to combat discrimination and harassment among internal audiences.

DUTIES AND RESPONSIBILITIES

Under the guidance of the designated representatives of the Co-leads of Workstream 3 "Learning and Communication of the CEB/HLCM Task Force on Addressing Sexual Harassment, the consultant shall design an effective and proactive communication strategy ("Strategy") to advance the Task Force's commitment to a harassment-free United Nations, targeting a broad range of internal audiences, including senior managers, subject matter experts, and field personnel.

The Communication Strategy should include:

- A review of the communication materials and tools already developed by UN entities with a view to assessing the effectiveness of the approaches used. Among others, this will include the analysis of which materials and tools are less well-known among UN system organizations, personnel and partners.
- The identification of the overall vision and specific objectives of the Strategy, including a clear description of how the proposed activities included in the Strategy will help deliver these objectives.
- The identification and description of the target audiences across participating agencies, including a description of their specific learning/information needs with regards to prevention of sexual harassment, depending on the roles they play in the agencies.
- The development of key messages and communication activities/projects that are relevant to the identified target groups. The messages should be relevant to the realities and context of the United Nations. All messages should be in alignment with the UN Model Policy on Sexual Harassment.
- The analysis and recommendations on the most effective channels of communication adapted to UN system internal audiences, including different media and joint communications (e.g. systemwide campaigns, webinars, text, graphics, imageries, infographics, video, printed materials, etc)

EXPECTED KEY DELIVERABLES:

The specific timeline for each deliverable will be agreed upon between the Co-leads of Workstream 3 and the consultant at the beginning stage of the assignment. The key deliverables include:

- **A comprehensive Strategy** with the overall objective to raise awareness of the UN system approach to addressing sexual harassment and promote instruments to combat discrimination and harassment among internal audiences.
- **Development of (1) materials and messages** tailored for key target groups using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc.; and (2) recommendations on **(2) the most appropriate communication channels**, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to identified target groups.

These outputs will have to consider the analysis of best practices in communicating about sexual harassment in the workplace, based on the experience of UN entities and other organizations.

Deliverables	% Payment	Due Date (est.)
A comprehensive Strategy with the overall objective to raise awareness of the UN system approach to addressing sexual harassment and promote instruments to combat discrimination and harassment among internal audiences.	50%	15th Sep
Communication materials and messages tailored for key target groups using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc.	45%	15th Oct
Recommendations on the appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to the identified target groups.	5%	31st Oct

COMPETENCIES

Core values:

- Adherence to UN values (respect for diversity, integrity and professionalism) and ethical standards
- Promotes the vision, mission, and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Treats all people fairly without favouritism.

Core competencies:

Achieve Results

- Demonstrates focus on achieving quality results and impact;
- Efficiently establishes appropriate plans and resources for self and others to accomplish goals;
- Holds self and others accountable for results.

Think Innovatively

- Seeks patterns and clarity outside, across and beyond boxes and categories, resists false certainty and simplistic binary choices;
- Looks beyond conventional approaches and established methods;
- Proposes new ideas, approaches and solutions to problems.

Engage and Partner

- Demonstrates and encourages teamwork and co-creation, internally and externally, to achieve joint objectives and results.

Communication

- Ability to communicate in a clear, concise and unambiguous manner both through written and verbal communication; to tailor messages and choose communication methods depending on the audience;
- Ability to manage communications internally and externally, through media, social media and other appropriate channels.

Strategic Thinking

- Ability to develop effective strategies and prioritized plans in line with UNDP's objectives, based on the systemic analysis of challenges, potential risks and opportunities, linking the vision to reality on the ground, and creating tangible solutions.

Enable Diversity and Inclusion

- Understands and appreciates issues from the perspective of others;
- Treats all individuals with respect, considers ethical implications and responds sensitively to all differences among people;
- Demonstrates honesty and transparency.

QUALIFICATIONS, SKILLS AND EXPERIENCE

Education:

- Advanced degree in one or more of the following disciplines: Management of Social/Institutional Communications; Mass Communications; Development Communication; Organizational Communications, Journalism, or other relevant fields **is required**.

Experience:

- At least ten years of relevant experience in developing and designing strategic communications, including the production and publishing/dissemination/airing of communication products using various media for major events of regional or international nature **is required**;
- Relevant sample work/s submitted for review **is required**;
- Experience in working with the UN or other international organizations **is an asset**;
- Demonstrated knowledge of issues related to sexual harassment in the workplace **is required**.

Language Requirements:

- Excellent written and spoken English is **a must requirement**.

EVALUATION PROCESS AND CRITERIA

Application Procedure

The application package containing the following **(to be uploaded as one file)**:

- A cover letter with a brief description of why the applicants considers her/himself the most suitable for the assignment.
- Personal CV or P11, indicating all past experience from similar projects and specifying the relevant assignment period (from/to), as well as the email and telephone contacts of at least three (3) professional references.
- At least one example/sample of the most recent similar work.

Note: The above documents need to be scanned in one file and uploaded to the online application as one document.

Shortlisted candidates (**ONLY**) will be requested to submit a **Financial Proposal**.

- The financial proposal must be all-inclusive and take into account various expenses that will be incurred during the contract, including: the daily professional fee; (excluding mission travel); living allowances at the duty station; communications, utilities and consumables; life, health and any other insurance; risks and inconveniences related to work under hardship and hazardous conditions (e.g., personal security needs, etc.), when applicable; and any other relevant expenses related to the performance of services under the contract.
- This consultancy is a home-based assignment, therefore, there is no envisaged travel cost to join duty station/repatriation travel. Any official mission travel expenses will be duly paid for by UNDP and should not be included in the price proposal.
- In the 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.
- If the 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 a 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.
- The Financial Proposal is to be emailed as per the instruction in the separate email that will be sent to shortlisted candidates.

Qualified women are strongly encouraged to apply for this assignment.

Due to the large number of applications we receive, we are able to inform only the successful candidates about the outcome or status of the selection process.

EVALUATION PROCESS:

Applicants are reviewed based on required skills and experience stated above and based on the technical evaluation criteria outlined below. Applicants will be evaluated based on cumulative scoring. When using this weighted scoring method, the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

- Being 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 where technical criteria weighs 70% and Financial criteria/ Proposal weighs 30%.

Technical Evaluation – (70 points, 70%):

- **Criteria 1:** Relevance and track-record of expertise (minimum 10 years) in developing and designing strategic communications, including the production and publishing/dissemination/airing of communication products using various media for major events of regional or international nature; **(Max. 15 points);**
- **Criteria 2:** Quality and relevance of sample work/s submitted for review. **(Max. 10 points);**
- **Criteria 3:** Experience in working with the UN or other international organizations. **(Max. 7.5 points);**
- **Criteria 4:** Knowledge of issues related to sexual harassment within the UN **(Max. 7.5 points).**
- **Criteria 5:** Interview (Max. 30 points):

The top three candidates obtaining a minimum of 70% (28 points) of the maximum obtainable points for Criteria 1-4 will be invited for the interview. Please note that only shortlisted candidates will be contacted.

Only those candidates who obtain 21 points or more in the interview will be considered for financial evaluation.

Financial evaluation (30 points, 30%)

The following formula will be used to evaluate financial proposal:

$p = y (\mu/z)$, where

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

μ = price of the lowest priced proposal

z = price of the proposal being evaluated

Contract Award

Candidate obtaining the highest combined scores in the combined score of Technical and Financial evaluation will be considered technically qualified and will be offered to enter contract with UNDP.

PAYMENT MODALITY

- Payment to the Individual Contractor will be made based on deliverables accepted and upon certification of satisfactory completion by the supervisor.
- The consultant will work under the guidance of Paola Paoletti, HR Specialist

Annexes (click on the hyperlink to access the documents):

Annex 1 - [UNDP P-11 Form for ICs](#)

Annex 2 - [IC Contract Template](#)

Annex 3 – [IC General Terms and Conditions](#)

Annex 4 – [RLA Template](#)

Any request for clarification must be sent by email to cpu.bids@undp.org

The UNDP Central Procurement Unit will respond by email and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

Additional Questions

- Can you confirm that you have at least an advanced degree in one or more of the following disciplines: Management of Social/Institutional Communications; Mass Communications; Development Communication; Organizational Communications, Journalism, or other relevant fields.
- Can you confirm that you have at least ten years of relevant experience in developing and designing strategic communications, including the production and publishing/dissemination/airing of communication products using various media for major events of regional or international nature?
- Have you included a link of a writing sample? Do you have demonstrated knowledge of issues related to sexual harassment in the workplace?
- Do you have demonstrated knowledge of issues related to sexual harassment in the workplace?
- Are you a former staff of the UN/UNDP? If yes, please clarify the reason of separation. Are you a UN/UNDP retiree?