

TERMS OF REFERENCE

FOR INDIVIDUAL CONTRACT



POST TITLE: National Communications Consultant – Open to Thai National Only
AGENCY/PROJECT NAME: UNDP Bangkok Regional Hub (UNDP-UNICEF Platform)
COUNTRY OF ASSIGNMENT: Home-based - Bangkok, Thailand
DURATION: A maximum of 200 working days (from 15 July 2021 to 15 June 2022)

GENERAL BACKGROUND

UNDP on the ground in more than 170 countries provides a global perspective and local insight to help empower lives and build resilient nations. Across Asia and the Pacific, UNDP helps countries build and share their own solutions to urgent development challenges, supporting coalitions for change and connecting individuals and institutions so they can share knowledge, experience, and resources.

Anchored in the 2030 Agenda for Sustainable Development and committed to the principles of universality, equality and leaving no one behind through the next decade of action, UNDP Strategic Plan 2018-2021 responds to a rapidly changing development landscape and evolving needs of partners. The progress of our results on the 2030 targets has been largely comprised due to the pandemic - to bring back the momentum through continuum of recovery programmes with governments and partners to build back better and support the most marginalized communities, collaboration with new partners will remain a key factor. It is widely recognized that the funding gap in the SDGs cannot be achieved with existing levels and forms of development assistance. There is an urgent need for high level, substantive and consequential engagements for bigger partnership and financing at the national level where partners work together with UNDP to tackle the complex financing and development challenges and leverage their own business models to invest in scalable solutions.

In the Asia and Pacific region, UNDP drives one of the largest youth movement for empowerment, equality, social inclusion, and social justice. The programme empowers and invests in youth, so that they can accelerate the implementation of the SDGs through leadership, social innovation, and entrepreneurship. Working with partners in government and the private sector, UNDP is co-creating national and regional programmes positioning young people front and center to solve the region's pressing problems. Through our country offices we are working with young people to build entrepreneurial skills and capacity, help governments increase engagement with young people by creating supportive policy and regulatory environments; and covering with private sector and academics to create an enabling ecosystem for young social entrepreneurs.

To develop a new generation of partnerships to empower youth, UNICEF and UNDP have committed to working alongside adolescent and young people, particularly the most vulnerable and marginalized, to enable them to reach their full potential. In Asia and the Pacific, UNDP and UNICEF are partnering to promote a shared vision of Young People's Empowerment, capitalizing on the joint advantages of the two agencies to work with governments, private sector, civil society, and youth networks, to deliver transformational impact for millions of young people.

Over this decade, the partnership will support equitable and inclusive education, engagement, and entrepreneurship of young people in 12 countries, directly impacting 3 million young people and strengthening systems to indirectly reach 60 million young people. In this first phase, the partnership will directly impact 480,000 young people through programmes that will be scaled up through national systems, to reach over 14 million young people.

Communications will play a significant role in highlighting the successes of this commitment, by demonstrating the impact of the partnership across the region. For this, UNDP is seeking the services of a communications consultant to develop and implement specific communications activities of the partnership, including via web and social media.

SCOPE OF WORK AND DELIVERABLES

Main scope of work for the consultant

- 1. Drafting a communications plan for UNICEF-UNDP Programme**
 - Draft and finalize the programme's communication plan, aligned to the specific communications guidelines of both agencies.
 - Design and roll out the landing page and social media posts for the programme.
 - Draft content for UNDP and UNICEF's online platforms including the websites.
- 2. Designing communications and outreach materials**
 - Support the design of infographics for communications content and for the programmes reports and briefs
 - Support the designing of booklets, leaflets, flyers and posters for events and workshops
- 3. Creating content especially social media content that illustrates the impact and success of the partnership**
 - Writing human impact stories, and photo stories to highlight the impact and good practices generated by the partnership in the five countries
 - Writing op-eds, blog posts, press releases, and social media content
- 4. Support to the Regional Youth Programme**
 - Work closely with the Regional Youth Programme team, to ensure that the communications produced are aligned with the Regional Youth Programme objectives and contributing strategically to the regional efforts.

Expected Outputs and Deliverables

The expected outputs and deliverables will be agreed between the contractor and the Regional Communications Advisor, UNDP Bangkok Regional Hub. They will be reviewed and approved upon the delivered quality by the Regional Communications Advisor. The contractor is expected to deliver:

| Deliverables | Target due dates* |
|--|-------------------|
| 1. Draft communications plan for UNICEF-UNDP Programme | 31 October 2021 |
| 2. Designed communications and outreach materials | 31 December 2021 |
| 3. Contents especially social media content that illustrates the impact and success of the partnership | 31 May 2022 |

* Target due dates are tentative.

DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

The duration of this assignment will be from 15 July 2021 to 15 June 2022 for a maximum of 200 working days.

The consultant will be home-based with physical meetings from time to time depending on the COVID-19 situation.

**Travel expenses and reimbursements will be administered in compliance with UNDP Duty Travel Policy under Administrative Section and Individual Contractor Policy under Procurement Section of UNDP Programme and Operations Policies and Procedures.

DEGREE OF EXPERTISE AND QUALIFICATIONS

Education:

- Bachelor's degree, or equivalent, in Communications, Journalism, Public Policy, International Relations or Development Studies, or other related fields.

Experience:

- At least 3 years of experience in the field of communications/journalism and brand management with proven experience in content writing and content editing.
- Minimum 2 years of experience in designing communication materials including infographics, project briefs and posters
- Proven at least 1 year of experience in development communications.

Language Requirements:

- High proficiency in English is required.

Competencies

UNDP Core Competencies

- Innovation: Ability to make new and useful ideas work.
- Leadership: Ability to persuade others to follow.
- People Management: Ability to improve performance and satisfaction.
- Communication: Ability to listen, adapt, persuade and transform.
- Delivery: Ability to get things done while exercising good judgement.
- Initiative: Displays initiative, sets challenging outputs for her/himself and willingly accepts new work assignments.

Functional/Technical Competencies:

- Communications and social media skills
- Ability to work with diverse teams
- Excellent writing skills and the ability to work independently
- Strong presentation skills
- Ability to work under pressure and meet targets in a tight deadline.

CRITERIA FOR SELECTION OF THE BEST OFFER

Cumulative Analysis: The candidates will be evaluated through Cumulative Analysis method. When using the weighted scoring method, the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable; and
- Having received the highest score out of set of weighted combine technical evaluation of desk review and interview (70%), and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP for the assignment.

Only candidates obtaining a minimum of 70% at each point of technical evaluation would be considered for the Financial Evaluation.

| | Max Points | Weight |
|---|------------|------------|
| I) Technical evaluation, part I : Desk Review | | 30% |
| <ul style="list-style-type: none">• Master's degree, or equivalent, in Communications, Journalism, Public Policy, International Relations or Development Studies, or a Bachelor's degree in the same fields with 4 years of relevant work experience. | 30 | |
| <ul style="list-style-type: none">• At least 3 years of experience in the field of communications/journalism and brand management with proven experience in content writing and content editing. | 30 | |

| | | |
|---|------------|------------|
| <ul style="list-style-type: none"> Minimum 2 years of experience in designing communication materials including infographics, project briefs and posters | 20 | |
| <ul style="list-style-type: none"> Proven at least 1 year of experience in development communications. | 20 | |
| <i>Maximum points for desk review</i> | 100 | |
| II) Technical evaluation, Part II: Interview (Competency based) | 100 | 40% |
| Technical Evaluation | 70 | 70% |
| Financial evaluation | 30 | 30% |
| Total combined evaluation score | | |

Financial Evaluation (30%)

Financial proposals from all technically qualified candidates will be scored out 30 marks based on the formula provided below. The maximum marks (30) will be assigned to the lowest financial proposal.

All other proposals will receive points according to the following formula:

- $p = y (\mu/z)$.

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.

PAYMENT TERMS

Consultant shall quote an all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided for the entire assignment. The term “all-inclusive” implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the IC in completing the assignment are already factored into the proposed fee submitted in the proposal.

The contract price will be fixed output-based price regardless of extension of the herein specified duration.

Milestone payments will be made upon completion of outputs/deliverables listed in the table below.

| Outputs/ Deliverables | Target Due Dates | % Payment | Review and Approvals Required |
|--------------------------------------|------------------|-----------|---|
| Deliverable 1 | 31 October 2021 | 30% | the Regional Communications Advisor, UNDP Bangkok Regional Hub |
| 50% progress of Deliverables 2 and 3 | 31 December 2021 | 35% | |
| Completion of Deliverables 2 and 3 | 31 May 2022 | 35% | |

In the event of unforeseeable travel not anticipated in this ToR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the consultant, prior to travel. Travel will be arranged by UNDP or the consultant based on UNDP’s travel rules and regulations.

Institutional Arrangement

The consultant will be given access to relevant information necessary for execution of the tasks under this assignment. She/he will be responsible for providing her/his own equipment.

Under the direct supervision of the Regional Communications Advisor and overall guidance from the Regional Youth Team leader, the communications consultant will implement the communication and knowledge management strategy of the partnership, to increase its visibility and showcase the impact. The role includes working with the two agencies to produce content and multimedia products, to helping organize events.

Application Procedure / Recommended presentation of offer

Instructions to Applicants: Click on the **"Apply now"** button. Input your information in the appropriate Sections: personal information, language proficiency, education, resume and motivation. Upon completion of the first page, please hit "submit application" tab at the end of the page then the uploading option for the required document will be available.

Please group all your document into one (1) single PDF document as the application system only allows to upload maximum one document.

Interested candidates must submit the following documents/information to demonstrate their qualifications. Please group them into one (1) single PDF document:

1. **Letter of Confirmation of Interest and Availability with Financial Proposal** (in THB) using the template provided as **Annex III**

[**Financial proposal:** Consultant shall quote an all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided for the entire assignment. The term "all-inclusive" implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the IC in completing the assignment are already factored into the proposed fee submitted in the proposal]

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.

2. **P11 / Personal CV**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;

****Failure to submit the above-mentioned documents or Incomplete proposals shall result in disqualification**

****Please group all your document into one (1) single PDF document as the application system only allows to upload maximum one document.**

The short-listed candidates may be contacted and the successful candidate will be notified.