



TERMS OF REFERENCE FOR National Communications Consultant for CPRDESS Project REF: IC2021/WSM/029	
A. PROJECT TITLE COVID-19 Preparedness and Socio-economic Recovery is Strengthened in Samoa, Particularly to Unemployed Women and Youth. PROJECT ID: 00133331	
B. PROJECT DESCRIPTION 1. Introduction and Background <p>The global COVID-19 pandemic presents an opportunity for Samoa to test and strengthen social, economic, and environmental resilience in safeguarding and accelerating progress against the 2030 Agenda for Sustainable Development and the Small Island Developing States Accelerated Modalities of Action (SAMOA Pathway). While reversing rising unemployment trends will require continued macroeconomic stability, targeted labour support to the unemployed, particularly women and youth, is critical to building back better by creating more sustainable, resilient and inclusive industries, capable of buffering the long-term socio-economic impact of COVID-19 and risks of future crises, whilst ensuring strengthened local and nation-wide preparedness mechanisms. The COVID-19 Preparedness and Recovery: Diversification of the Economic Sector in Samoa project aims to strengthen COVID-19 preparedness and accelerate socio-economic recovery through the revitalization, diversification, and expansion of the agriculture and fisheries sector to unlock the potential of Samoa's green and blue economy, adopting a Human Security approach to create sustainable employment opportunities for the vulnerable, particularly women and youth. The project envisions a single, overarching output: COVID-19 preparedness and socio-economic recovery is strengthened in Samoa, particularly for unemployed women and youth. Key results expected to be achieved include the exploration and testing of niche market opportunities for sustained and sustainable local value chain development that benefit women and youth through the creation of decent employment and economic empowerment and contribute to strengthening health preparedness, environmental sustainability, and community resilience.</p> <p>Under the guidance of the UNDP Assistant Resident Representative, Governance and Poverty Reduction Unit (GPRU) and under the direct supervision of the CPRDESS Project Coordinator, the Communications consultant, will support and guide the development and implementation of the CPRDESS communications and visibility strategies, as well as communication for development (C4D) activities. The Communications consultant will also work closely with the UNDP Communications Analyst on related GPRU projects. This includes coordinating existing communications capacities and resources, gathering data and feedback, developing tools and guidelines, and reporting.</p>	
<ul style="list-style-type: none"> SCOPE OF WORK 1. Coordinate, design, plan and develop CPRDESS Joint Communications and Visibility Strategy and plans	

- Support the development of comprehensive and realistic communication and visibility plans and strategies, ensuring a gender perspective.
- Support the Project Coordinator and Communications Analyst to manage, evaluate, and implement high impact communications' products (e.g. web, electronic, etc.);
- Coordinate the implementation of visibility, communications, and outreach activities.
- Support the design of C4D, community outreach, and engagement, as well as awareness-raising activities, including the development of graphic visuals and promotional materials for project visibility and community outreach, targeted to project beneficiaries and audience.
- Ensure wide dissemination and visibility of programme achievements.
- Identify and compile success stories and programme achievements and manage knowledge sharing.
- Assist with the writing of press releases, policy briefs, pamphlets, talking points, speeches, editorials, branded materials, and other written communications materials.
- Provide communications and advocacy support to joint national campaigns, launching initiatives, and publications.
- Support management of the relationship with members of the media.
- Support other related GPRU Communications material when required.

2. Coordinate the design and planning of communication for development.

- Support the design and implement coordinated C4D messaging.
- Assess and/or recommend appropriate information materials for C4D ensuring accuracy, quality, and consistency with related messages and materials.

C. EXPECTED OUTPUTS AND DELIVERABLES

In line with the primary tasks and scope of work outlined above, the NC will submit the following outputs and deliverables within the specified timelines

Tasks	Deliverables
1. Identify existing communications capacities and resources and undertake consultations to gather data and feedback that inform the development of a joint CPRDESS communications and visibility strategy.	<ul style="list-style-type: none"> • Overview report. • Project partner logos and brand manual guidelines; and, • Meeting minutes.
2. Development of CPRDESS Joint Communications and Visibility Strategy full draft for approval by UNDP.	<ul style="list-style-type: none"> • CPRDESS Joint Communications and Visibility Strategy full draft. • Final Strategy to be endorsed by UNDP
3. Development of graphic visuals and promotional materials for project visibility and community outreach.	<ul style="list-style-type: none"> • 10 x graphics cards for reporting and social media. • 3 x short promotional videos. • 100 x high-resolution photographs; and, • flyers and pamphlets.

D. INSTITUTIONAL ARRANGEMENT

Under the guidance of the UNDP Assistant Resident Representative GPRU and direct supervision of the Project Coordinator, the NC will work closely with the UNDP Communications Analyst to deliver the expected deliverables within the required timeframes.

The NC is also expected to engage and work with a range of relevant stakeholders such as Government Agencies, Private Sector Entities, NGOs, and Civil Society Organizations.

<p>E. DURATION OF WORK</p> <p>The duration of the assignment is approximately 60 working days and is expected to be completed within 12 Weeks period and by 25th November, 2021.</p>															
<p>F. DUTY STATION</p> <p>The national consultant will be home-based but virtual communications and participation in all aspects of the assignment is required.</p>															
<p>G. QUALIFICATIONS AND EXPERIENCE OF THE SUCCESSFUL CONTRACTOR (SHOWING ASSESSMENT VALUE)</p> <p>Education:</p> <p>Bachelor's degree (or equivalent) in communications, public relations, journalism or related field with at least two additional years of qualifying experience; or master's degree (or equivalent postgraduate education) in communications, public relations, journalism or related field.</p> <p>Experience:</p> <p>At least 5 years (7 years for a bachelor's degree) of progressively responsible professional experience in communications, print, broadcast, and/or media.</p> <ul style="list-style-type: none"> • Previous experience in development of communications and visibility strategies required. • At least 2 years of experience in C4D, advocacy, community outreach and awareness-raising required. • Experience in communications with the public sector and/or international organizations, including UN agencies, preferred. • Proficiency in graphic design, photography, videography, social media campaigning and advocacy, and other similar skills are an asset; and • Computer literate, with proficiency in the use of office software packages, graphic design and editing tools, web-based management and knowledge management systems. <p>Language Requirements:</p> <p>Fluency in English and Samoan both written and verbal.</p> <p>Knowledge of Japanese is an asset.</p>															
<p>H. SCOPE OF PRICE PROPOSAL & SCHEDULE OF PAYMENT</p> <table border="1"> <thead> <tr> <th>Tasks</th><th>Deliverables</th><th>Timeline</th><th>Payment (%)</th></tr> </thead> <tbody> <tr> <td>1. Consultations with donor, implementing agency and project partners to identify existing communications capacities and resources and undertake consultations to gather data and feedback that inform the development of a joint CPRDESS communications and visibility strategy.</td><td> <ul style="list-style-type: none"> • Overview report. • Project partner logos and brand manual guidelines; and, • meeting minutes. </td><td>2 weeks</td><td>12.5%</td></tr> <tr> <td>2. Development of CPRDESS Joint Communications and Visibility Strategy full draft.</td><td> <ul style="list-style-type: none"> • CPRDESS Joint Communications and </td><td>6 weeks</td><td>37.5%</td></tr> </tbody> </table>				Tasks	Deliverables	Timeline	Payment (%)	1. Consultations with donor, implementing agency and project partners to identify existing communications capacities and resources and undertake consultations to gather data and feedback that inform the development of a joint CPRDESS communications and visibility strategy.	<ul style="list-style-type: none"> • Overview report. • Project partner logos and brand manual guidelines; and, • meeting minutes. 	2 weeks	12.5%	2. Development of CPRDESS Joint Communications and Visibility Strategy full draft.	<ul style="list-style-type: none"> • CPRDESS Joint Communications and 	6 weeks	37.5%
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The financial proposal shall specify an ALL-INCLUSIVE LUMP SUM amount that is inclusive of all foreseeable expenses to carry out the assignment, and that the contract price is fixed regardless of any changes in the cost components. All inter island travel costs (where applicable) envisaged for the assignment must be included in the financial proposal.

J. RECOMMENDED PRESENTATION OF PROPOSAL

Interested offerors must submit ALL the following documents/ information to demonstrate their qualifications in one single PDF document:

1. Completed and signed Confirmation of Interest and Availability, including the breakdown of costs supporting the all-inclusive Financial Proposal (using the template provided by UNDP in Annex I)
2. P-11 form or CV, indicating education details, past relevant experience, contact details (email and telephone number), and at least three (3) professional references (most recent), Annex II
3. All-inclusive Financial Proposal (Annex III)
4. Technical Proposal (Approach, Methodology & Workplan) Annex VI

Incomplete proposals will NOT be considered. They will be disqualified automatically

Annexes:

- a) Annex I: Offeror's Letter confirming interest and availability for the assignment;
- b) Annex II: P-11 form
- c) Annex III: the breakdown of costs supporting the all-inclusive financial proposal;
- d) Annex IV: UNDP GTC for ICs
- e) Annex V: UNDP GTC for RLAs
- f) Annex VI: Methodology

Queries about the consultancy can be directed to procurement.ws@undp.org.

All proposals should be submitted through the following Jobs site link.

https://jobs.undp.org/cj_view_job.cfm?cur_job_id=101298

K. CRITERIA FOR SELECTION OF BEST OFFER

The award of the contract will be made to the Individual Consultant whose offer has been evaluated using the "Combined Scoring Method" and determined as:

- ❖ 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:

TECHNICAL CRITERIA WEIGHT – 70%

FINANCIAL CRITERIA WEIGHT – 30%

Only candidates obtaining a minimum of 70% of the total technical points (49 points) will be considered for the Financial Evaluation.

Technical Proposal (70%)

Technical Approach, Methodology, and Workplan (30 marks) - This explains the understanding of the objectives of the assignment, approach to the services, methodology for carrying out of the activities, and obtaining the expected output. The Applicant should also provide a workplan broken down by deliverable.

Qualification and Experience (70 marks) – Evaluation of CVs for Shortlisting

- ❖ Mandatory Bachelor's degree in Social Sciences, Humanities, Social Policy, Research & Data Analysis, or equivalent areas (10 Marks)
- ❖ At least 10 years of work experience at the international level in Development, Social sciences, Sociology, Social Protection, Poverty reduction, and/or Labour market and skills development at theoretical and practical levels in the field. (10 Marks)
- ❖ Proven experience of conducting social research utilizing a mixed-methods approach and with solid experience of conducting interviews with vulnerable respondents on potentially sensitive issues (10 Marks)
- ❖ Excellent research, analytical, and writing skills (5 Marks)
- ❖ Demonstrated familiarity with human rights standards and principles, including CRC and CRPD (10 Marks)
- ❖ Demonstrated knowledge and experience with work on social inclusion and people with disabilities (10 Marks)
- ❖ Relevant work experience in the Pacific Islands & developing countries in a multi-stakeholder environment with development organizations, Government, civil society, private sector, or a research/academic institution. (5 Marks)
- ❖ A sound understanding of project results-based management would be an asset. (5 Marks)
- ❖ Proficiency in written and spoken English required. (5 Marks)

Financial Proposal (30%)

Financial proposal that indicates the all-inclusive fixed total contract price in WST tala (including professional fee and all other related and applicable costs to be incurred by the individual consultant in completing the assignment), supported by a breakdown of costs, as per template provided (Annex II)

Awarding of Contract

The combined scoring method which will be based on a combination of the technical and financial score to award the contract:

Rating the Technical Proposal (TP):

TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100

Rating the Financial Proposal (FP):

FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100

Total Combined Score:

Combined Score = (TP Rating) x (Weight of TP, 70%) + (FP Rating) x (Weight of FP, 30%)

NOTE: 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 UNDP and the Individual Consultant, before travel and will be reimbursed.

L. APPROVAL

This TOR is approved by

Signature:

Name and Designation: Christina Mualia-Lima (UNDP ARR - Governance & Poverty Reduction Unit)

Date of Signing: 17 August 2021