

Terms of reference



GENERAL INFORMATION

Title: Communications Consultant

Type of Consultancy: Individual Consultancy

Project Name: Spotlight Initiative

Reports to: Spotlight Programme Coordinator

*Duty Station: **Jamaica***

Expected Places of Travel (if applicable): Not Applicable

Duration of Assignment: 4 Months

REQUIRED DOCUMENTATION FROM CONTRACTOR

X	Letter of presentation highlighting main qualifications and experience relevant to this TOR
X	Detailed CV or P11 form
X	Technical Proposal
X	Completed financial proposal

I. BACKGROUND

The European Union and the United Nations have launched the Spotlight Initiative, a multi-year programme aimed at addressing all forms of violence against women and girls (VAWG), and harmful practices. It will follow a transformative and evidence-based approach, addressing unequal power relations between men and women and focusing on gender equality and women's empowerment, as well as ending impunity for VAWG. In line with the principles of the 2030 Agenda for Sustainable Development, the Initiative will follow a human rights-based approach and take into consideration the specific needs of women and girls who experience multiple and intersecting forms of discrimination and uphold the principle of "leaving no one behind."

The Spotlight Initiative aims to support transformative change on the ground to end violence against women and girls, in numerous countries globally, including Jamaica. The initiative comes with the highest level of commitment globally and will be governed by the UN Deputy Secretary General and the Vice President of the EU Commission.

This post is in line with the spirit of the new generation of Resident Coordinator offices, with the new skillset and competencies required to deliver on the 2030 Agenda, as well as the EU/UN Spotlight Initiative.

Under the direct supervision of the Spotlight Programme Coordinator and guidance of the Programme Communications and Advocacy Officer, the Communications Consultant, will support and guide the development and implementation of the Spotlight communications and visibility strategies, as well as communication for development (C4D) and social and behavior change communication (SBCC) activities. The Communications Consultant will work closely with UN agencies through coordination with the UN Communications Group's (UNCG), Spotlight Communications Task Force, the Spotlight Coordination Team.

This includes coordinating existing communications capacities, events and resources, Spotlight-specific communication capacities, events and resources, training, gathering data and feedback, developing tools and guidelines, supervising external consultants, report design and sharing of reporting products.

The Spotlight Initiative will be implementing several high-level advocacy and communications initiatives. In pursuance of this assignment, the consultant is expected to achieve the following results:

- Improved visibility of the results of Spotlight Initiative
- Increased dialogue/participation with stakeholders on VAWG and GBV issues, including the use of new and traditional media platforms

II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

- Lead the conceptualization, development and production of a multi-stakeholder-driven national campaign on gender-based violence reflecting social and behaviour-change communications (BCC) strategies and to include use of channels in social media, new and traditional media and strategies including advertorials, billboards, print and electronic graphics, radio and other COVID-appropriate media and community engagements.
- Produce a campaign document coherent with Spotlight guidelines and reflecting BCC and awareness-building strategies developed through consultation with the Spotlight Team, the EU and appropriate UN and civil society thematic groups, Including content mapping and dissemination plan
- Establish a routine monitoring approach for the national campaign and produce reports within agreed timelines including a final report.
- Produce a campaign implementation plan, including a COVID-sensitive dissemination plan developed through consultation with SCT, European Union and appropriate UN and civil society thematic groups and reflecting key Spotlight indicators.
- Produce budget of financial costs based on figures derived through market estimates

- Working alongside the Spotlight Communications Assistant and Resident Coordinator's Office support the identification, writing and archiving of success stories and programme achievements and manage knowledge sharing among recipient UN agencies and stakeholders including through newsletters and other similar channels – particularly impact-reactions rising from the campaign
- Working alongside the Spotlight Communications Assistant and Resident Coordinator's Office support the writing and/or disseminate press releases, policy briefs, pamphlets, talking points, speeches, editorials, branded materials, and other written communications materials.

Expected Outputs and Deliverables:

Deliverables/Outputs	Due Date from Consultant	Payment Percentage	Review and Approvals Required
Inception Workplan to include implementation methodology and approach.	1 Wk after Contract Signing	-	Spotlight Coordinating Team and Programme Communications and Advocacy Officer
National campaign concept note including budgeted and implementation workplan. Budget to include all services and products associated to campaign.	2 Wks after Contract Signing	10%	Spotlight Coordinating Team and Programme Communications and Advocacy Officer
Dissemination and product placement proposal.	4 Wks after Contract Signing	10%	Spotlight Coordinating Team and Programme Communications and Advocacy Officer
Monthly dissemination report.	Submit report on 30th of each month for 3 months	70% (Over 3 Months)	Spotlight Coordinating Team and Programme Communications and Advocacy Officer
Final campaign reporting document.	2 Wks before close of Contract	10%	Spotlight Coordinating Team and Programme Communications and Advocacy Officer

III. IMPLEMENTATION ARRANGEMENTS

Institutional Arrangement:

- a) Consultant will report to the Spotlight Programme Coordinator and work under guidance of the Programme Communications and Advocacy Officer.
- b) The consultant will work closely with UN agencies through the UN Communications Group's (UNCG), Spotlight Communications Task Force and the Spotlight Coordination Team.
- c) The consultant will be supported by a communications assistant.

Duration of the Work:

- a) Consultant is expected to be engaged for 70 working days over 4 months period.
- b) The anticipated start date for the consultancy is October 2021.
- c) UNDP and relevant partners will review and provide comments on deliverables within 5-7 business days of receipt of the deliverable.
- d) Payment for deliverables can only be made upon submission and approval of deliverables. Payment usually take 5-7 consecutive working days to be processed

Duty Station:

- a) Jamaica

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS FOR THE EVALUATOR

Education:

- Master's degree (or equivalent) in communications, public relations, journalism or related field; or
- A relevant bachelor's degree (or equivalent) with three additional years of qualifying experience.

Experience:

- At least 3 years (5 years for a bachelor's degree) of progressively responsible professional experience in communications, print, broadcast, and/or media.
- At least 2 years of professional experience working on gender equality and human rights, especially in the area of VAWG and GBV.
- At least 3 years' experience engaging with diverse stakeholders and multiple levels (grassroots/community, national, regional)
- Experience in communications with of one or several of the UN agencies in Jamaica is preferred, while not exclusionary.
- Proficiency in design, photography, videography, social media campaigns, or other similar skills are an asset; and
- Computer literate, with proficiency with office software packages, experience in handling of web-based management and knowledge management systems.

Languages:

- Fluency in English is required

Competencies and special skills requirement:**Corporate Competencies:**

- Demonstrated awareness and sensitivity to gender issues.
- Demonstrates integrity by modeling the UN's values and ethical standards.
- Advocates and promotes the vision, mission, and strategic goals of UN.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability; and
- Treats all people fairly without favoritism.

Technical Competencies:

- Design and management of communication and visibility processes, including with multiple stakeholders.
- Design and management of communication for development and/or social and behavioral change communication strategies and messages, with some demonstrated awareness for human rights and gender sensitivities/ mainstreaming.

Functional Competencies:

- In-depth knowledge of gender equality, gender-based violence, and women's and children's rights issues.
- Ability to contribute to the development and implementation of efficient and effective communications, visibility, and C4D/SBCC strategies and programming, including with multiple stakeholders.
- Ability to build and sustain effective partnerships with UN Agencies and main constituents, advocate effectively, and communicate sensitively across different constituencies.
- Demonstrated excellent written and oral communication and advocacy skills.
- Ability to design and maintain a robust digital and social media presence.
- Ability to conceptualize issues and analyze data.
- Demonstrated strong IT skills.
- Ability to work in a multicultural environment and in a team.
- Strong interpersonal skills.
- Focuses on impact and result for the client.
- Demonstrates creativity and creative problem solving.
- Schedule activities to ensure optimum use of time and resources; monitors performance against development and other objectives and corrects deviations from the course.
- Consistently approaches work with energy and a positive, constructive attitude.
- Remains calm, in control and good humored even under pressure.
- Demonstrates openness to change and ability to manage complexities; and

- Responds positively to critical feedback and differing points of view.

V. METHOD AND CRITERIA FOR THE SELECTION OF THE EVALUATOR

Individual consultants will be evaluated based on the following methodology:

Cumulative analysis

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:

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%*

<i>Only candidates obtaining a minimum of 50 points during the technical evaluation would be considered for the Financial Evaluation Criteria</i>	Weight	Maximum Point
<u>Technical</u>	70	70
<ul style="list-style-type: none"> At least a master's degree in communications, public relations, journalism or related field; or A relevant Bachelor's degree (or equivalent) with two additional years of qualifying experience. 	Pass/Fail	Candidates will be given a 'Pass' mark provided they have met the requirement as it pertains to the relevant educational qualifications in addition to the relevant years of experience.
<ul style="list-style-type: none"> At least 3 years (5 years for a bachelor's degree) of progressively responsible professional experience in communications, print, broadcast, and/or media. 	15	10 points will be allocated at least 3 years (5 years for a bachelor's degree) accumulated experience in communication. One point will be given for each additional year up to a maximum of 15 points.

<ul style="list-style-type: none"> At least 3 years accumulated experience in design, photography, videography, social media, communication campaigns, or othersimilar skills. 	15	10 points will be allocated for at least 3 years in design, photography, videography, social media, communication campaigns implementation. One point will be given for each additional year up to a maximum of 15points.
<ul style="list-style-type: none"> Sample work submitted by consultant. Please note the sample work should be communication campaigns completed bythe consultant. 	5	5 points will be allocated for the submissionof sample work in the form of communication campaigns (in which the consultant was team lead/sole evaluator).
<ul style="list-style-type: none"> At least 3 years' experience engaging with diverse stakeholders and multiple levels (grassroots/community, national, regional) 	5	5 points will be allocated for experience engaging with diverse stakeholders and multiple levels (grassroots/community, national, regional).
<ul style="list-style-type: none"> At least 2 years of professional experience working on gender equality and human rights (especially in the area of VAWG and GBV). 	5	5 points will be allocated for experience working on gender equality and human rights.
<p>Assessment of Technical Proposal</p> <p>Technical Proposal should detail the consultant'sapproach to work based on the TOR, also identifying any risks undertaking the consultancy. Points will be awarded based on:</p> <ul style="list-style-type: none"> Clarity (5 points) Soundness of approach (10 points) Proposed Methodology (10 points) 	25	Candidates will be allotted a maximum of 25points based on the fluidity of their technicalproposal.

FINANCIAL EVALUATION OF PROPOSALS

The maximum number of points assigned to the financial proposal is allocated to the lowest price

proposal (daily rate offered). All other price proposals receive points in inverse proportion.

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

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

Application Procedure:

Qualified and interested candidates are requested to submit the following to demonstrate your interest and qualifications by explaining why you are the most suitable for the post:

- **Cover Letter** explaining why you are the most suitable candidate for the advertised position.
- **Completed P11 form** (Personal History Form) (available on UNDP website) **and/or CV** including past experiences in similar projects and contact details of referees.
- **Technical Proposal**-should include (a) detailed proposed strategy/methodology, work plan timeline; risks/limitations; (b) detailed profile of the expertise of the consultant, especially as it relates to scope of work.
- **Financial Proposal (using template provided)**-specifying a total lump sum amount for the tasks specified in this announcement. The financial proposal shall include a breakdown of this lump sum amount for the specified tasks (e.g., costs related to data collection, capacity building events, public information session/launch, travel, and any other costs, including the number of anticipated workdays). Overall, the financial proposal should include costs to deliver the work plan.

Incomplete applications will not be considered. Please make sure you have provided all requested documents. UNDP retains the right to contact references directly. 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.

UNDP is committed to achieving workforce diversity in terms of gender, nationality, and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest of confidence.

UNDP does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination. All selected candidates will, therefore, undergo rigorous reference and background checks.