



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

(National Competition)

**ONLY OPEN TO NATIONALS OF BARBADOS and EASTERN CARIBBEAN NATIONALS RESIDING in
BARBADOS**

Date: September 22, 2021

REF NO.: BBRSO155507

Job Title: Communications Support Officer- The EnGenDER Project

Country: Barbados

Description of the assignment: This is an Independent Service Contract and the focus of this assignment is to provide communications support to the EnGenDER Project Management Unit in the execution of the communications and communications for behavioural change activities under EnGenDER Project.

Project name: EnGenDER

Period of assignment/services (if applicable): 90 days within 6 months (October – April 2022)

A. ADMINISTRATION

To apply, interested persons should upload the **combined*** *Technical Proposal/Methodology* (if applicable), CV and *Offeror's Letter* to "UNDP Jobs" by navigating to the link below and clicking "APPLY NOW", no later than the date indicated on the "UNDP Jobs" website. **Applications submitted via email will not be accepted****: -

UNDP Job Site – https://jobs.undp.org/cj_view_job.cfm?cur_job_id=102159 (cut and paste into browser address bar if the link does not work)

*** PLEASE NOTE:** *The system allows the upload of one (1) document ONLY – if you are required to submit a Technical Proposal/Methodology, this document along with your CV/P11 and Offeror's Letter, MUST be combined and uploaded as one.*

NOTE: *The Financial Proposal should not be uploaded to "UNDP Jobs"***.

<IMPORTANT>

Please email the **password-protected Financial Proposal to procurement.bb@undp.org. The subject line of your email must contain the following: **"BBRSO##### Financial Proposal – Your Name"**

If the password for your Financial Proposal is required, it will be requested by the Procurement Unit.

Any request for clarification must be sent in writing to procurement.bb@undp.org within three (3) days of the publication of this notice, ensuring that the reference number above is included in the subject line. The UNDP Barbados & the OECS Procurement Unit will post the responses*** two (2) days later, including an explanation of the query without identifying the source of inquiry, to: -

http://procurement-notices.undp.org/view_notice.cfm?notice_id=83702 (cut and paste into browser address bar if the link does not work)

A detailed Procurement Notice, TOR, and all annexes can be found by clicking the above link.

*** *UNDP shall endeavour to provide such responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UNDP to extend the submission date of the Proposals, unless UNDP deems that such an extension is justified and necessary*

B. BACKGROUND

The physical impacts of climate change and natural hazards are being seen to compound pervasive structural inequalities and socioeconomic vulnerabilities since gender equality and human rights are given insufficient consideration required in climate change mitigation and adaptation, and in disaster risk, recovery, and response. While this is a general pattern where women and girls face a disparity in terms of (amongst other things) access to economic participation, nuances exist in each country in the needs and vulnerabilities of women, men, girls, and boys, which warrant more detailed investigation and articulation.

Women and men typically respond and react differently in the various stages of disasters and recovery; and the groups with the least knowledge and capacity to take short-term measures to limit impacts from climate-related disasters are often the most affected. EnGenDER seeks to further integrate gender

equality and human-rights based approaches into disaster risk reduction (DRR), climate change (CC) adaptation and environmental management frameworks and interventions and identify and address some of the gaps to ensure equal access to DRR and climate change and environment solutions for both men, women, boys and girls in nine Caribbean countries (Antigua and Barbuda, Belize, Dominica, Grenada, Guyana, Jamaica, Saint Lucia, St. Vincent and the Grenadines and Suriname). Appreciating that the 9 participating Caribbean countries are at different stages of removing barriers to gender quality and integrating gender-based analysis into climate change, as well as recovery, this project aims to ensure that climate change and disaster risk reduction actions are better informed by an analysis of gender inequalities, and decisions are taken to ensure that inequalities are alleviated rather than exacerbated.

The ultimate outcome of the project is to improve climate resilience for women and girls, key vulnerable populations, and for future generations to come across the Caribbean region. In doing so, a key component of the EnGenDER project is to **provide technical assistance for the implementation of behavioural change strategies to national climate change and disaster risk recovery coordinating bodies**. The execution of this activity involves the implementation of a series of communication outputs at the country and project level and is therefore a key component of the EnGenDER Project. In-addition to the above, the UNDP EnGenDER Project Management Unit (PMU) has been tasked with the overall responsibility to oversee and manage all communication efforts related to the EnGenDER project.

In providing such technical support, the Communication Support Officer is expected to drive the execution and implementation of the communications activities across the EnGenDER Project to ensure that the project's communication and visibility objectives are effectively met.

C. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Personal CV including past experience in similar projects and 3 Referees
2. Financial Proposal

D. FINANCIAL PROPOSAL

- **Lump sum contracts**

The consultant's price is a fixed output regardless of extension of the duration specified herein. The consultant's price proposal will include **all expected costs of the assignment**. The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days). Payment will be remitted subject to the approval of final deliverables and based on the company's price proposal. In country technical clearance/approval must be provided for all deliverables.

E. TRAVEL

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the *Individual Consultant* wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

F. EVALUATION

Individual consultants will be evaluated based on the following methodologies:

- *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 **49 points** would be considered for the Financial Evaluation –

Criteria	Weight	Max. Point
<u>Technical</u>	70 %	110
<ul style="list-style-type: none">• <i>Technical Capacity & Related Qualification of Key Personnel as per Annex 1- TOR- Selection Criteria</i>		
<u>Financial</u>	30 %	30

G. ANNEXES

ANNEX I – TERMS OF REFERENCES (TOR)

ANNEX II – GENERAL TERMS AND CONDITIONS

ANNEX III – OFFEROR'S LETTER

ANNEX IV – FINANCIAL PROPOSAL TEMPLATE

ANNEX V – SAMPLE INDIVIDUAL CONTRACT

H. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

Under the direction of the EnGenDER Project Manager with additional guidance and support from the Technical Specialist, Gender Equality, the Communications Support Officer is expected to support the technical, implementation and monitoring actions related to the execution of the communication activities and outputs outlined under the EnGenDER Project.

As such the individual, will undertake the following task related to the implementation of the communication and communication related activities.

Technical Assistance

- Provide technical assistance and support in the design of Communication Action Plan and Activities to be implemented by the PMU for the EnGenDER Project.
- Provide technical assistance and support in the design of behavioural change communications activities which target decision makers across climate change and disaster recovery coordinating bodies to be implemented by the PMU across all nine (9) EnGenDER countries.
- Provide technical support in the development of strategic communications (this may include design of specific communication activities, events and/or products) for core project activities.
- Research and produce relevant press releases, fact sheets, discussion papers, etc which highlight key project activities as well as support key messaging for the EnGenDER Project.
- Work with the EnGenDER Technical Specialist for Gender Equality and other relevant PMU staff to brainstorm and develop content ideas, in line with the EnGenDER project's core objectives and in support of the project's output and outcome indicators.
- Work with the EnGenDER Technical Specialist for Gender Equality to support the contracting of a content creator (videographer/graphic designer) in the design and production of specific communications products (videos, infographics) as is necessary.
- Ensure that all promotional materials meet the organization's, project implementing partners and the EnGenDER project brand identity.
- Support and evaluate the results of the communication activities/ campaigns with the team.

Support Data Collection and Related Activities for the Behavioural Change Communication Activities

- Facilitate the execution of a poll on communications for behavioural change through the PMU.
- Utilize the information/results generated by the poll in the design and execution of PMU led behavioural change communication activities for the nine (9) participating EnGenDER countries.
- Provide research support in locating relevant secondary data and information.
- Support the stakeholder engagement process between the Consultant undertaking the Behavioural Change Framework Analysis and Guidance Document and the national counterparts in country.
- Work closely with the EnGenDER Technical Specialist for Gender Equality and the national focal points in country to ensure coherence and complementarity between the PMU led

communications activities for behaviour change and the country specific communication activities for behaviour change.

- Work closely with the Consultants undertaking the Behavioural Change Framework Analysis and Guidance Document to support the design, coordination, and execution of behavioural change communication activities at the project and national levels.
- Ensure that the design of the behavioural change communication activities being proposed are country specific and culturally sensitive.

Project Management, Monitoring and Reporting

- Support the execution, monitoring, and reporting of all communication activities under the EnGenDER Project.
- Support the execution, monitoring and reporting of all the project specific behavioural change communication activities being executed by the PMU
- Working in tandem with the consultant and the Technical Specialist for Gender Equality support the execution, monitoring and reporting of the behavioural change communication activities being implemented across the nine (9) participating EnGenDER countries.
- Support the execution, monitoring, evaluation and reporting of the various communication products (press releases, fact sheets, brochures, flyers, videos, social media cards etc) being developed under the EnGenDER Project.
- Support the collation, monitoring and reporting of all communication activities and communication products produced under the EnGenDER project.

Other Activities

- Contribute to the bi-annual EnGenDER newsletter as well as any other relevant, regional or partner publications which support communications specific to the EnGenDER project.
- Build and maintain relationships with journalists and other relevant external stakeholders across the nine (9) EnGenDER countries.
- Support the updating the EnGenDER Trello Board and other Communications Tools that showcase project activities and enhance visibility.
- Undertake any other activities required in the fulfilment of the post of Communication Support Officer

Please see Annex 1 Section 2 for extended Scope of Works.

I. DELIVERABLES

Expected deliverables and deadlines:

Deliverables	Number of w/days	% Payment
Phase 1: Technical Assistance Support-Communications Action Plan & Matrix inclusive of the following:	15 days from signature of contract	30%

<ul style="list-style-type: none"> ▪ Overview of the Communication Activities¹ to be undertaken by the PMU over the next six (6) months ▪ Social Media Messaging and Content related to the Project's communication and behavioural change activities ▪ Poll Questions to be used in the country analysis of the communications for behavioural change activities. ▪ Poll Report on the Results of the Poll Analysis undertaken. ▪ List of activities completed during the report period (i.e., within the 20-day period of submission of the Communication Plan) 		
<p>Phase 2: Communications Support for EnGenDER PMU Coordinated Communication Activities- Progress Report 1 inclusive of the following:</p> <ul style="list-style-type: none"> ▪ Overview of the communications and behavioural change communications activities implemented or in the implementation phase by the PMU. ▪ Highlight the communication activities completed by the PMU during the reporting period. ▪ Highlight the beneficiary/ success stories/ articles and factsheets² produced related to the EnGenDER Project. ▪ Document the press releases³ developed along with all photos and or videos developed by the PMU, partners, country counterparts relative to the project related activities. ▪ Document the social media messaging and content⁴ prepared and posted in relation to the EnGenDER Project for use on all UNDP social media platforms. ▪ Capture and document all communication content/ products produced (i.e. photos, infographics, videos) 	40 days from signature of contract	20%

¹ The Communication activities captured in the Action Plan and Matrix include those communication activities which would be led by the PMU and is inclusive of those general project related communication activities as well as those behavioural change communication activities.

² At minimum one (1) beneficiary/success story and/or article/factsheet should be produced once per month during the entire duration of this assignment. This beneficiary/ success story, article or factsheet should highlight as a communication output the project activities being coordinated or led by the PMU, the other project implementing partners, the UNDP focal points across the participating EnGenDER countries or the country counterparts.

³ At minimum one (1) press release should be produced per month during the entire duration of this assignment. The press release should highlight the project activities being coordinated or led by the PMU, the other project implementing partners, the UNDP focal points across the participating EnGenDER countries or the country counterparts.

⁴ At a minimum a total of two (2) social media post should be captured on the UNDP social media platforms per month. The social media post and content should highlight the project activities being coordinated or led by the PMU, the other project implementing partners, the UNDP focal points across the participating EnGenDER countries or the country counterparts.

<p>Phase 3: Communications Support for Behavioural Change Communication Activities- Progress Report 2 inclusive of the following:</p> <ul style="list-style-type: none"> • Overview of the behavioural change communication activities coordinated and implemented by the PMU. • Overview of the behavioural change communication activities proposed for implementation at a country level under the Communications for Behavioural Change Framework. • Design the PMU coordinated Communication for Behavioural Change Activities for execution via existing UNDP online platforms. • Design Communication for Behavioural Change Activities to be executed via an EnGenDER approved Community of Platform. • Highlight and document the behavioural change communication activities implemented by the PMU. • Support the design of communications for behavioural change content⁵. This is inclusive of infographics, fact sheets and other communications products in tandem with the UNDP Communications Team as well as relevant Contractors hired to support such efforts. 	60 days from signature of contract	20%
<p>Phase 4 Technical Support for the EnGenDER communications and Communications for Behavioural Change Activities- Final Report</p> <ul style="list-style-type: none"> • Submit Final Report on the EnGenDER Communications and Communications for Behavioural Change Activities implemented over the six (6) month duration of this assignment. • Highlight recommendations and next steps for the implementation of successive activities to be implemented within the next 3-6 months. This is inclusive of both general communication and communications for behavioural change activities. • Document all communication outputs produced under the scope of this assignment. (This is inclusive of social media content, press releases, beneficiary and or success stories, infographics and video content) • Support the design and production of the 4th Edition of the EnGenDER newsletter. • products relevant to the EnGenDER project. 	90 days from contract signature	30%

⁵ All communication for behavioural change content produced must meet the branding and visibility requirements of the EnGenDER Project, the UNDP and the project implementing partners and donors. The Contractor must therefore work closely with the UNDP Communications Team.

Time and manner of Payment

Invoices shall be paid within thirty (30) days of the date of their acceptance by UNDP. UNDP shall make every effort to accept an original invoice or advise the Contractor of its non-acceptance within a reasonable time from receipt.

J. REQUIREMENTS FOR EXPERIENCE AND COMPETENCIES

I. Years of experience:

- At least five (5) years progressively relevant experience at the regional/international level in communications, public relations, marketing, international relations or development.

II. Competencies:

- At least five (5) years Experience in designing, coordinating, or managing advocacy campaigns and or strategies. Demonstrated experience in developing and designing communication content and products. Previous experience in designing such communication content and products for Caribbean based governments, development agencies and NGOs will be an asset.
- Demonstrated knowledge in the production of short videos, social media post and infographics will be an asset.
- Sound cross -cultural, gender awareness, interpersonal and networking skills.
- Excellent verbal and written communication skills in English.
- Previous experience working with a multilateral organization, UN agency or an international NGO is a strong asset.
- Previous work in any of the beneficiary countries and in a similar project is highly desirable.

K. QUALIFICATIONS

III. Academic Qualifications:

- Mandatory Undergraduate degree (BSc or BA,) in communications, public relations, marketing, media relations, journalism, publishing, international relations or development studies.