

TERMS OF REFERENCE
Communications Support Officer – The EnGenDER Project

GENERAL INFORMATION

Services/Work Description:	To provide technical, implementation and monitoring support in the execution of the communication related activities under the EnGenDER Project
Project/Programme Title:	Enabling Gender-Responsive Disaster Recovery, Climate and Environmental Resilience in the Caribbean (EnGenDER) Project
Post Title:	Communications Support Officer
Duty Station:	Barbados
Duration:	90 days within 6 months
Expected Start Date:	October 2021

1 BACKGROUND / PROJECT DESCRIPTION

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. Of important note, the Communications Support Officer must work closely with the Technical Specialist for Gender Equality and more importantly, the Communications Team within the UNDP MCO for Barbados and the Eastern Caribbean to ensure all communication outputs and products produced under the scope of this assignment meet the project's, donors and UNDP's communication, visibility, and branding requirements.

1.1 OBJECTIVES

The overall objective of the Communications Support Officer is to provide technical, implementation and monitoring support to the Project Management Unit (PMU) in the execution of communication related activities under the EnGenDER Project. With specific emphasis on communication activities related to Output 1212: provide technical assistance for the implementation of behavioural change strategies to national climate change and DRR coordinating bodies.

2 SCOPE OF THE WORK

Under the direction of the Technical Specialist, Gender Equality with additional guidance and support from the Monitoring and Evaluation Specialist in-addition to the Communications Team within the UNDP MCO for Barbados and the Eastern Caribbean. 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 sensitize.

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.

3 EXPECTED OUTPUTS AND DELIVERABLES

The main expected project deliverables and proposed payment allocations are as follows:

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

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.

period of submission of the Communication Plan)		
Phase 2: Communications Support for EnGenDER PMU Coordinated Communication Activities- Progress Report 1 inclusive of the following: <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 releases/articles³ 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%
Phase 3: Communications Support for Behavioural Change Communication Activities- Progress Report 2 inclusive of the following:	60 days from signature of contract	20%

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 or article 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 four (4) social media posts should be captured on the UNDP social media platforms per month. For example, at least one (1) post per week. 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.

<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 Practice 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. 		
<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. 	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.

<ul style="list-style-type: none">• 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.		
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4 INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The Communications Support Officer will report directly to the Technical Specialist for Gender Equality with support from the Monitoring and Evaluation Specialist in-addition to the overall communication guidance on the branding and visibility requirements for the project and UNDP from the Communications Team within the UNDP MCO for Barbados and the Eastern Caribbean in accordance with the approved schedule of work, on progress, challenges encountered, risks foreseen, proposed or taken mitigation measures, and where UNDP support may be required. The Contractor is also expected to liaise/interact/collaborate/work closely, within the course of performing the work, with the established EnGenDER National Focal Point and the National Mechanism for Decision Making, other government agencies, national climate change technical officers, technical officers from Dominica's INDCs priority sectors, other consultants, other agencies, donors, communities, CSOs, local government units, etc. Whenever requested, the Contractor may participate in wider multi-agency assessment exercises and coordination fora, but not to represent and/or to speak on behalf of UNDP.

5 DURATION AND FINANCIAL PROPOSAL

The duration of the contract is for a period of 90 days in 6 months, from October to April 2022. The independent contractor's price is a fixed output regardless of extension of the duration specified herein. Payments are based upon output, i.e., upon delivery of the services specified in the TOR. To assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including professional fees per technical resource, the number of anticipated working days **and if applicable** travel, accommodation and per diem cost). All envisaged travel costs must be included in the financial proposal. In general, UNDP should not accept travel costs exceeding those of an economy class ticket.

Despite the opening of borders, the COVID- 19 pandemic may still impede travel. However, this is not factor under this assignment as travel is not anticipated in meeting the objectives outlined under the Scope of Works for this consultancy.

The Contractor's price proposal will include **all expected costs of the assignment**. Payment will be remitted subject to the approval of final deliverables and based on the Contractor's price proposal. In country technical clearance/approval must be provided for all deliverables.

6 COMPOSITION AND REQUIRED COMPETENCIES

The technical capacities of the independent contractor will be assessed based on the proposed technical competencies outlined in the tabular matrix below.

Communications Specialist	
Education	<ul style="list-style-type: none">▪ Bachelor's degree (BSc or BA,) in communications, public relations, marketing, media relations, journalism, publishing, international relations, or development studies.
Experience	<p>A minimum of five (5) years relevant experience at the national/ regional level in communications, public relations, marketing, international relations, or development.</p> <ul style="list-style-type: none">▪ 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 posts and infographics will be an asset.▪ Recognised Certification in Communication for Development (C4D) is 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.

7 SELECTION CRITERIA

The technical component for the scope of works (that is the technical capacity and related qualifications for the, Communications Support Specialist) would accumulatively contribute to 70%. The financial proposal will be assigned 30%. The consultant will be evaluated separately based on the selection criteria listed below.

Selection Criteria- Communications Specialist			
1. Technical Capacity and Related Qualifications		Weight (70%)	Max. Points (110pts)
1.1	<p>A minimum of a Bachelor's degree in communications, Public Relations, Marketing, Journalism, Publishing, International Relations and/or Development Studies. - 10 points</p> <ul style="list-style-type: none"> Candidates who possess a Master's degree or higher in Communications, Public Relations, Marketing, Journalism, Publishing, International Relations and/or Development Studies will be granted an additional-5 points up to a limit of 10 points if the person possess higher than a Master's i.e. PhD. 		20
1.2	<p>A minimum of 5 years of relevant experience working at the national, regional and/or international level providing communications and visibility, public relations and/or marketing expertise. -20</p> <ul style="list-style-type: none"> Additional experience is desirable and will be granted 2 points per additional year for specific communications and communications related experience up to a limit of 10 points. 		30
1.3	<p>A minimum of 2 years' experience in designing and executing communications strategies, action plans and activities for development projects across the Caribbean region. -10 points</p> <ul style="list-style-type: none"> Additional experience is desirable and will be granted 5 points per additional experience up to a limit of 20 points. 		30
1.4	<p>Previous experience in designing and implementing communication activities for behavioural change or behavioural change communication strategies and programmes is highly desirable.</p>		20
1.5	<p>Previous work experience in a UN organisation or with a similar international or regional development agency is highly recommendable.</p>		10

2.	Financial	30%	
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8 OTHER

The independent contractor must submit their OFFEROR'S LETTER including CV and references together. The financial proposal should be submitted as per the guidance provided in the Procurement Notice and Annex IV. Applications must be submitted in English and incomplete proposals will not be considered.

Documents to be included when submitting the proposal

- **CV** in alignment with the required qualifications and relevant experience of the Contractor.
- **Referee.** The contractor must submit the names of three (3) referee letters from previous work undertaken.
- **Financial Proposal.** The contractor must submit the financial proposal containing the final and all-inclusive (professional fees, all envisaged travel costs, etc.) total price offer for the full range of services required, broken down into all major cost components associated with the services. All envisaged travel costs must be included in the Offeror's financial proposal. This includes all duty travels