



TERMS OF REFERENCE

Communication Consultant

1. POSITION INFORMATION

Office/Unit/Project	UNDP RSCA – GENDER UNIT Project: Advancing Gender Equality and Women’s Empowerment in Africa
Functional Title	Communication Consultant
Classified Level	IC
Duty station (City and Country)	Home Based
Type (Regular or Short term)	Regular
Office- or Home-based	Home Based
Expected starting date	August 2021
Expected Duration	80 days

2. PROJECT DESCRIPTION

Gender equality is both a fundamental human right and a necessary foundation for a peaceful, prosperous and sustainable world. UNDPs core vision is to support countries achieve the simultaneous eradication of poverty and reduce inequalities. Addressing gender equality and women’s empowerment is a key aspect of UNDPs approach to achieving its core vision. The UNDP Gender Equality Strategy 2018-2021 further provides a road map to elevate and integrate gender equality into all aspects of UNDP's work. In addition, in the 2030 Agenda for Sustainable Development and AU Agender 2063, gender equality is recognized as an essential catalyst for progress across all development outcomes. Both frameworks seek to achieve inclusive growth and sustainable development, thus present new opportunities for transformative change for women and youth in Africa.

UNDP supports partners to eliminate gender inequalities through targeted, gender-focused programmes and by working to ensure that all development efforts take into account the experiences, needs, and contributions of women. With this framework, UNDP through its Regional Project on “Advancing Gender Equality and Women’s Empowerment is supporting the strengthening of institutional capacity of RECs to monitor and advocate for gender equality and women’s empowerment within their institutions and with their Member States. In addition, under the Regional Spotlight Initiative UNDP is supporting the strengthening of African Union (AU) member states legislation and policy processes in the specified areas, the generation of quality and reliable data, and support to women’s movements and relevant Civil Society Organizations (CSOs).

In general, it is recognised that in order to ensure successful project implementation, visibility and promotion of results of the work done through comprehensive and coherent communication messaging and advocacy materials and campaigns is necessary. Communication will therefore focus on building and enhancing various project partnerships, increase public profile of the two projects and ultimately influence positive perception of GEWE in the region. The communication initiatives envisaged under these projects, including regional media, use of the Internet (website, social media), print and audio-visual materials, public outreach, and special events (conferences, workshops, webinars). To this end, communication will be used as a proactive tool to support the achievement of project objectives.



It is against this background that UNDP RSCA Gender Team seeks the services of a communication consultant to support the development and dissemination of communication content and products and advocacy materials to facilitate knowledge building, awareness-raising activities on advancing gender equality and the empowerment of women in the region

3. SCOPE OF WORK

Under the direct supervision of the Regional Programme Advisor/ Team Leader and in collaboration with the Gender Team, the Consultant will:

1) Contribute to the overall implementation of the regional programme on Gender Equality and Women's Empowerment in Africa and promote positive results in this regard

- Assess communications needs and priorities for the RSCA Gender Team;
- Based on the assessment, develop, and produce communication and advocacy materials on GEWE regional project across different Gender Team's thematic areas and coordinate its dissemination.
- Integrate communication, advocacy and outreach initiatives into project proposals/ briefs/ Concept notes and other initiatives related to the project.
- Work across the gender team's thematic areas to identify and document best practises, lessons learned for further knowledge building and dissemination.
- Design and layout materials (e.g., reports, posters, infographics, images, dynamic presentations, etc.) for internal and external audiences, and for presentation, print out and online use.

2) Lead the development and dissemination of advocacy materials to facilitate knowledge building, awareness-raising activities on advancing the gender equality and the empowerment of women in the region

- Generate knowledge, data and information from the ongoing programmes and projects and contribute towards the development of Policy Briefs, factsheets, media and communication products and tools applying gender-sensitive communication principles.
- Ensure appropriate communications before, during and after regional and national events like knowledge sharing meetings, seminars, trainings, conferences, and other special events related to the Project.
- Advance the project's digital presence through social media and UNDP existing Twitter account, LinkedIn and Facebook pages.
- Generate innovative ways to gain quality media coverage across all GEWE thematic areas
- Assist in collecting 'most significant change' stories to support annual reporting and editing/popularizing project specific and related news updates.
- Feed content into various websites and social medias channels such as Government of Canada; African Union; Regional Economic Communities; and other relevant partners of the project.
- Produce monthly newsletters for the project focusing on key highlights and upcoming initiatives.
- Share communications products and updates with the UNDP RSCA Communication advisor for regional and global visibility of the project.

3) Support advocacy, knowledge building and communication efforts in support of the Regional Service Center in the implementation of RBA Communications Strategy

- Contribute towards the development of the regional and global communication products,



tools and visibility materials relevant to GEWE and its thematic areas

- Manage the identification and synthesis of best practices and lessons learned and contribute to their regional and/or global dissemination.
- Provide inputs to the regular monthly reports, stories, articles, talking points etc.
- Initiate, draft, edit communications materials, including infographics and multimedia products using UNDP communication branding standards
- Coordinate with the regional office communications team to ensure inclusion of gender mainstreaming and women's empowerment data, emerging issues and progress are well incorporated into all communications, advocacy initiatives

4) Expected Outputs and Deliverables

- A detailed inception report and work plan outlining the consultants understanding of the assignment and the approach to be employed. The inception report will be discussed prior to the commencement of the assignment in an inception meeting.
- Detailed communication assessment report
- Monthly Update Reports on Consultant support towards promoting the project visibility. The report should highlight the following among others:
 - Communication products and advocacy materials being produced
 - Boosted media coverage (such as media releases, social media updates and web stories)
 - Monthly newsletters for the project focusing on key highlights and upcoming initiatives. The newsletter will be regularly shared by donors and key stakeholders of the project .
- Finalized communication and advocacy materials
- Before the close of the contract, a final report that will sum up the work done, the lessons learnt and recommendations to further the communication effort of the program
- Perform other duties as and when required and designated by the supervisor

4. MINIMUM QUALIFICATIONS REQUIRED

Qualification and experience of the consultants

- A Master's degree in Communications, Journalism, Public Relations or related field.
- At least 5 years of experience in generating communications, communication strategies, media operations and advocacy material via various media.
- Demonstrated experience in communicating Gender Equality work tailored to different audiences is a distinct advantage
- Experience in UN related communications is an asset.
- Proficiency and experience with media and social media software, applications and communication tools with computer proficiency, especially related to professional office software packages (Microsoft Office).
- Experience in coordinating communications support for physical and virtual events.
- Experience in graphic design for digital and print platforms
- Ability to work independently and under tight deadlines.
- A high level of attention to detail.



Language and other skills:

- Excellent working knowledge of both English and French (as communication/advocacy products will be in both languages).
- Capacity to communicate fluently with different stakeholders (private sector players, government); and Civil Society organizations.

Compliance of the UN Core Values:

- Demonstrates integrity by modelling the UN's values and ethical standards.
- Promotes the vision, mission, and strategic goals of UNDP.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Treats all people fairly without favoritism.
- Fulfills all obligations to gender sensitivity and zero tolerance for sexual harassment.

5. Selection Criteria

Criteria	Weight	Max. Point
Technical Competence (based on CV, interview (if required))	70%	100
▪ Proficiency and extensive experience in generating communications, communication strategies, media operations and advocacy material via various media	10.5%	50
▪ Minimum of 5 years past experience relevant to the assignment	35 %	15
▪ Demonstrated experience in communicating Gender Equality work tailored to different audiences	17.5%	25
▪ Experience in UN related communications	7 %	10
Financial (Lower Offer/Offer*100)	30%	30
Total Score	Technical Score * 70% + Financial Score * 30%	



Payment Milestones and Authority

Installment payment period	Deliverables	% of Payment	Amount in USD
1st Installment	1st Progress Report on Implementation of the assignment based on TOR (from 1st -31st August 2021)	25%	
2nd Installment	Submission of Progress Report on Implementation of the assignment based on TOR (1-30 September 2021)	25%	
3rd Installment	Submission of Progress Report on Implementation of the assignment based on TOR (1-31 October 2021)	25%	
4 th Installment	Submission of Progress Report on Implementation of the assignment based on TOR (1-30 November 2021)	25%	
Total Payment		100%	

RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

Technical Proposals should be no more than 10 pages; Budget Proposal 5 pages max.

CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.

This TOR is approved by: [Odette Kabaya]

Signature:

odette kabaya

odette kabaya

Name and Designation:

Regional Gender Advisor and Team Leader

Date of Signing:

10-Aug-2021