



SUSTAINABILITY SUPPORT PROJECT FOR TRADE DEVELOPMENT (SSP)
**CONSULTANT TO DEVELOP COMMUNICATION STRATEGY FOR THE MINISTRY OF TRADE
 AND INDUSTRY**

Terms of Reference

Type of contract: Individual consultant
Post level: National level
Initial contract term: 50 working days
Language of the assignment: English

A. Background

The Kingdom of Lesotho, through the Ministry of Trade and Industry is implementing the Sustainability Support Project for Trade Development (SSP) (2019 – 2021), that is aimed at improving the capacity of the Ministry of Trade and Industry (MTI) and partners in the coordination for trade development and to facilitate improved market access for horticulture products. The objective is to mainstream and integrate trade in the national development strategies and policies as a measure for advancing economic growth and employment creation. The project is funded by the Enhanced Integrated Framework (EIF) and support by UNDP Lesotho as both the Main Implementing Entity (MIE) and the fiduciary manager. The EIF is a unique global partnership dedicated to supporting the Least Developed Countries (LDCs) to use trade as a tool for economic growth and poverty reduction.

As part of the implementation of the SSP, the Ministry of Trade and Industry will develop a Communication Strategy, aimed at increasing awareness and knowledge on trade, and promoting visibility on the functions and responsibilities of the Ministry. The Ministry has recently adopted the National Trade Policy (2021 – 2025) and the Export Strategy to orient and advance Lesotho's trade development and competitiveness. In this regard, the Ministry will need an overarching institutional Communication Strategy to facilitate continuous engagement, promote visibility and dialogue on trade and development issues in the country. This will help raise awareness on development and market opportunities for Lesotho and help disseminate strategic information to create knowledge and popularity among key stakeholders.

The Ministry of Trade and Industry comprises four departments: Department of Trade, Department of Industry, One-Stop Business Facilitation Centre, and Department of standards

and Quality Assurance. The Mission of the Ministry is to **“create and maintain a more equitable and enabling environment for business and private sector development through the development of policies and supporting legislation and provision of services in consultation with stakeholders in order to promote investment and growth and foster the global competitiveness of Lesotho’s economy”**

The Ministry therefore wishes to develop a Communication Strategy which is relevant to the current organisational arrangement and development priorities. The Ministry has developed and implemented the OBFC Communications Strategy and the EIF Project Communication Strategies which have been used to support communications activities in the Ministry.

On behalf of the Ministry, UNDP is looking for experienced local communications expert to support the development of the Communications Strategy for the Ministry of Trade and Industry. The main objective of this assignment is to develop a communication and advocacy strategy whose aim is to promote knowledge on trade and development issues and opportunities, increase awareness on the Ministry of Trade and Industry and encourage advocacy for trade mainstreaming in the country. Through a consultative and inclusive processes, the consultant will be expected to develop an inclusive and gender – sensitive communication strategy, including a detailed and costed work plan and, implementation strategy and monitoring and evaluation framework.

B. Scope of work

- a) Undertake a stakeholder mapping for the Ministry of Trade and Industry, both external and internal, taking note to integrate the different departments within the Ministry and map the relevant communication needs
- b) Review the previous and current communication strategies and processes used by the Ministry to determine good practices, gaps and opportunities, analysing its effectiveness in terms of relevance, frequency and extent of reach
- c) Review strategic documents in the Ministry, including the Strategic Plans (where exists), policy documents and projects to map communication and information dissemination requirements
- d) Engage stakeholders to develop a comprehensive communication strategy, outlining measures and strategies to be adopted by the Ministry for collection, packaging, and dissemination of trade information, cognizant of the different departments, messaging, and the mandate of the Ministry.
- e) Develop corresponding implementation strategies, workplan and monitoring and evaluation plans
- f) Work with the Ministry to develop key messages and dissemination strategies, including for social media

C. Expected outputs and deliverables

In consultation with Ministry and its stakeholders, the consultant will be expected to deliver the following:

Deliverables/ Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required
1. Inception report, with a detailed stakeholder analysis for both internal and external stakeholders and outline of the proposed Communication Strategy	7 days	11 Oct 2021	Ministry of Trade and Industry UNDP
2. Draft of the communication strategy, including a. Costed workplan and Implementation Strategy b. M&E Framework	15 days	26 th Oct 2021	Ministry of Trade and Industry UNDP
3. Strategy validation workshop and incorporation of the inputs	1 day	10 Nov 2021	Ministry of Trade and Industry UNDP
4. A final version of the Communication and Social media strategy	5 days	20 Nov 2021	Ministry of Trade and Industry UNDP
Total	28 days		

D. Institutional Arrangements

- a) The Consultant will be engaged by the UNDP and becomes directly responsible to the UNDP – Deputy Resident Representative. However, s/he will liaise with the Programme Officer – Strategy and Policy Unit and the designated officer in the Ministry of Trade and Industry for implementation of this assignment.
- b) The Ministry of Trade and Industry through the EIF Coordinator will provide day to day supervision on the assignment, working in collaboration with UNDP to ensure delivery of quality results and objectives as set out in these terms of reference.
- c) The consultant is expected to consult relevant government officials, in the Ministry of Trade and Industry, and as may be recommended to confirm the training needs in this context. The Ministry of Trade and Industry will provide a stakeholder list, including government ministries, institutions, and agencies for consultations on this assignment.
- d) In view of the current situation, online and virtual platforms may be used for consultation and delivery of training programmes
- e) All reports will be approved and certified by the Ministry of Trade and Industry, prior to payment of submitted invoices.
- f) At least 5 days should be provided for review and feedback on submitted outputs.
- g) The consultant should have own computer and facilitate own access to internet, transport and organize own logistical arrangements as necessary.

E. Duration of the assignment and Duty Station

- a) The consultancy is envisaged to be done and completed within approximately 30 working days, beginning in September 2021.
- b) The consultant is expected to be present in Maseru throughout the consultancy.

F. Qualification of a successful consultant

Masters or bachelor's degree or its equivalent in communications, public relations or related field is required, with relevant minimum experience of ten years on communications in an international organisation, public or private sector.

- g) Previous professional experience of ten years in communications, preferably working in the area of private sector development in a developing country
- h) Experience in development and implementation of communications plans and strategies
- i) Good knowledge of the public sector and conversant with the Ministry of Trade and Industry and trade and development issues in Lesotho.
- j) Excellent communication in Sesotho and English.

G. Scope of Price Proposal and schedule of payments:

- a) The financial proposal should be presented as a Lump Sum Amount –representative of payments closely linked to deliverables, using the provided template.
- b) Payments will be scheduled as

Deliverables/ Outputs	% Payments	Expected Payment Dates	Review and Approvals Required
5. Inception report,	20%	15 th October 2021	Ministry of Trade and Industry
6. Draft of the communication strategy,	40%	30 th October 2021	
7. Strategy validation workshop and incorporation of the inputs	40%	30 th November 2021	
8. A final version of the Communication And Strategy Social media strategy			

H. Recommended Presentation of offer

Interested consultants are requested to submit the following:

- a) Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP;
- b) Personal CV and P11, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- c) Brief description of why the individual considers him/herself as the most suitable for the assignment, and a methodology on how they will approach and complete the assignment. A sample of previous related work should be attached.
- d) Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. If the consultant is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), he

must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

I. Criteria for selection of the Best Offer

- a) A successful Consultants will be selected based on the Combined Scoring method – where the qualifications and methodology will be weighted a max. of 70% and combined with the price offer which will be weighted a max of 30%.
- b) The criteria for scoring will be guided by the following:

Criteria for technical evaluation	Ranking
1) Academic Qualification	15%
2) Professional Experience as outlined in Section F above	30%
3) Methodology and sample of previous work	25%
4) Experience and knowledge of trade development in Lesotho	25%
5) English writing and oral skills	5%
	100%

J. Annexes to the TOR

- a) National Trade Policy
- b) Previous Communication Strategies:
 - a. One Stop Business Facilitation Centre
 - b. EIF Projects

K. Submission of applications

- All applications should be addressed to:

Resident Representative
 United Nations Development Program
 3rd Floor, UN House
 UN Road
 P.O Box 301
 Maseru 100, Lesotho

The applications should be send by e-mail to is.procurement@undp.org, with the reference: **Communication Strategy for Ministry of Trade and Industry** in subject

L. Approval

This TOR is prepared by

Name: phera lepati

Signature: phera lepati

Position: EIF SSP COORDINATOR

Certified by:

Name: Ms Nessie Golakai

Signature

Nessie Golakai

UNDP Deputy Resident Representative

Date

20-Sep-2021