



TERMS OF REFERENCE

Consultant: Communications Consultant
Duty Station: Home-based
Contract: UNDP Individual Contract (IC)
Language: English and Korean
Period: 1 January 2022 – 30 June 2022 (130 days)

1. BACKGROUND

The UNDP Seoul Policy Centre (USPC) for Knowledge Exchange through Sustainable Development Goals (SDG) Partnerships is one of UNDP's five Global Policy Centres and constitutes an integral part of UNDP's Global Policy Network (GPN). USPC represents UNDP in Korea, works with Korea on international issues, and shares Korea's development experiences with other countries. Through 'SDG Partnerships,' USPC acts as a facilitator of global knowledge exchange on innovative and tested-and-proven policy solutions in three thematic areas:

1. Governance, specifically (i) transparency & accountability, and (ii) sexual & gender-based violence;
2. Resilience, specifically sustainable forestry; and
3. Development cooperation, specifically (i) capacity for addressing the challenges of development cooperation, and (ii) engagement of non-state development actors.

Under the direct supervision of the Communications & Partnership Specialist, and overall supervision of the Centre's Director, the Consultant will assist in implementing the corporate/USPC Communications Strategy to ensure wide ranging awareness and dissemination of the Centre's work. The consultant will help produce the Centre's knowledge and advocacy products, and support media, social media and web outreach in both Korean and English.

2. SCOPE OF WORK AND RESPONSIBILITIES

Summary of key functions:

- Maintenance of the USPC web and social media in English and Korean;
- Drafting, editing, reviewing and producing various outreach and knowledge products in Korean as well as in English;
- Media interactions including maintenance of media contacts, the production of press releases and media roundups, support to interview preparations;
- Production of briefing and reporting materials;
- Production of visual advocacy materials including video storyboards and subtitles, newsletters, and brochures;
- Perform other functions as may be assigned by USPC consistent with qualifications and experience.

Key Deliverables:

- Publications and advocacy materials edited and/or produced (drafting, copy editing, translation and layout) in line with relevant corporate policies and guidelines.
- Production and dissemination of digital and audiovisual materials, such as electronic newsletters to USPC partners, and inputs provided to conceptualize and produce USPC videos.
- Web, social media and media content (text and photos/graphics), edited/produced and disseminated in both Korean and English.

Outputs, payment schedule,

Deliverables/ Outputs	Target Due Dates	Review and Approvals Required from
1. Web content drafted, edited and translated, including for USPC’s revised website and other UNDP corporate web pages. (32%)	31 January 2022	Reviewed by Communications & Partnerships Specialist
2. Media outreach content drafted and disseminated, including press releases, media advisories, interview scripts and a master media contact list. (17%)	28 February 2022	Approved by Director of the USPC
3. Social media content drafted, edited and translated, including for USPC’s Facebook and Twitter channels. (17%)	31 March 2022	
4. Advocacy materials and publications drafted, copy edited and translated, including a brochure series, PowerPoint decks and knowledge products. (17%)	30 April 2022	
5. Digital/multimedia outreach materials produced and disseminated, including a newsletter series and storyboard/subtitles of a USPC video. (17%)	25 May 2022	

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**Education**

- Bachelor’s Degree in communications, media studies, journalism, marketing, public relations, international development or other relevant subjects is required.

Experience

- At least 2 years of experience supporting the production of communications materials (print and online), such as web, media, social media, publications, outreach and multimedia products.
- Experience in the usage of web and social media management tools, and audio/video/graphic production tools is an asset.

Language

- Fluency in written and spoken English and Korean is essential.

4. FUNCTIONAL COMPETENCIES

Advocacy/Advancing a Policy-Oriented Agenda:

- Identifies and communicates relevant information for a variety of audiences for advocating UNDP and the Centre's mandates.
- Maintains a functioning network of contacts with a variety of stakeholders to promote a better understanding of UNDP's and the Centre's mandate and to support advocacy efforts.

Knowledge Management and Learning

- Shares knowledge and experience and contributes to UNDP Practice Areas and actively works towards continuing personal learning and development;
- Ability to provide quality policy advice services;
- In-depth practical knowledge of inter-disciplinary development issues.
- Strong analytical skills to process qualitative information

Management and Leadership

- Focuses on impact and result and responds positively to critical feedback;
- Assesses risk and applies common sense;
- Pursues creativity and innovation;
- Consistently approaches work with energy and a positive, constructive attitude;
- Demonstrates strong oral and written communication skills;
- Builds strong relationships with peers and external actors;
- Works as part of a team with required flexibility, mutual support and feed-back.

Corporate Competencies:

- Demonstrates integrity by modeling 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.

5. PROVISION OF MONITORING AND PROGRESS CONTROLS

The Consultant will report to the Communications & Partnerships Specialist, while under the overall supervision of the Director of the UNDP Seoul Policy Centre.

6. DUTY STATION/TRAVEL

Home-based with no travel

7. CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNDP PREMISES

- NONE PARTIAL FULL TIME

8. REVIEW TIME REQUIRED

10 days

9. PAYMENT TERMS

Please indicate any special payment terms for the contract.

- | | | |
|-------------------------------------|----------------------------|---------------|
| <input type="checkbox"/> | Daily (based on timesheet) | Currency: |
| <input type="checkbox"/> | Weekly | Currency: |
| <input checked="" type="checkbox"/> | Output-based | Currency: KRW |

Payments shall be done on a **lumpsum basis**, upon verification of satisfactory delivery and of completion of deliverables and approval by the supervisor.

In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon between the respective business unit and the consultant, prior to travel, and will be reimbursed. In general, UNDP shall not accept travel costs exceeding those of an economy class ticket. Should the consultant wish to travel on a higher class, they should do so using their own resources.

10. EVALUATION METHOD AND CRITERIA

Individual consultants will be evaluated based on the cumulative analysis. The award of the contract shall 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 set of weighted technical criteria (70%). and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP for the assignment.

Technical Criteria for Evaluation

Criteria	Weight	Max. Point
Technical	70%	70
Education	5%	5
Experience supporting the production of communications materials, such as web, media, social media, publications, outreach and multimedia products.	15%	15
Experience in the usage of web and social media management tools, and audio/video/graphic production tools is an asset.	10%	10
Written test (Only the longlisted candidates will be invited for written exam)	20%	20
Interview (Top 4 candidates who pass the written test)	20%	20
Financial	30%	30

Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation.

Documentation required

Interested individual consultants must submit the following documents/information to demonstrate their qualifications. Please group them into one (1) single PDF document as the application only allows to upload maximum one document:

- Personal CV or P11 (Annex I), indicating all experience from similar projects, as well as the contact details (email and telephone number) of the Candidate.
- A cover letter indicating brief description of a) why the individual considers him/herself as the most suitable for the assignment; and b) how he/she will approach and complete the assignment.
- Financial proposal, as per template provided in Annex II.

****Failure to submit the above-mentioned documents or Incomplete proposals shall result in disqualification**

Incomplete proposals may not be considered. The short-listed candidates may be contacted, and the successful candidate will be notified