

## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE



Date: 17 November 2021

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**Description of the assignment:** Communications Consultant

**Duty Station:** Home Based with no travel required.

**Project name:** UNDP Seoul Policy Centre

**Period of assignment/services** (if applicable): 1 January 2022 – 30 June 2022

Proposal should be submitted no later than **1 December 2021**

Please click on the link below to apply: [https://jobs.undp.org/cj\\_view\\_job.cfm?cur\\_job\\_id=103317](https://jobs.undp.org/cj_view_job.cfm?cur_job_id=103317)

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### 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. OBJECTIVE, SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

### Scope of Work:

- 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.

## 3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

### Qualifications:

- **Education:** Minimum Bachelor's degree in Social Sciences, Design, International Development, Environmental Science, Transition or Complexity Science, Engineering, Design (e.g., industrial or service design, architecture, urban planning), Psychology or a related area.
- **Experience:**
  - ✓ Minimum of 5 years of relevant progressively responsible work experience at the national and international levels in development programming or policy; social innovation; partnership building; engagement (public and private sector).
  - ✓ Minimum 1 year of demonstrated experience in applying experimental and portfolio logics to a specific policy area (or social issue);
  - ✓ Demonstrated ability in running co-design sessions and facilitating collaborative workshops with at least three workshops facilitated;
  - ✓ Existing networks with systems thinking and sensemaking teams globally is an asset;
  - ✓ Knowledge of various sensemaking and system mapping methodologies is an asset;
  - ✓ Demonstrated ability to work with clients to help surface unarticulated needs is an added value
  - ✓ Demonstrated ability to work with systems and sensemaking approaches and methodologies is an asset;
- **Language:** Fluency in English, both written and oral
- **Core competencies:**
  - ✓ Innovation: Ability to make new and useful ideas work
  - ✓ Leadership: Ability to persuade others to follow
  - ✓ People Management: Ability to improve performance and satisfaction
  - ✓ Communication: Ability to listen, adapt, persuade and transform
  - ✓ Delivery: Ability to get things done while exercising good judgement
  - ✓ Entrepreneurial attitude: willing to get stuck in to get things done.

- **Technical/Functional competencies:**
  - ✓ Design Thinking: Knowledge of design thinking models and facilitation approaches and ability to apply in diverse settings
  - ✓ Knowledge Management: Ability to capture, develop, share and effectively use information and knowledge
  - ✓ Project management skills: Ability to plan, manage and execute on time and professionally
  - ✓ Strategic thinking: Able to “connect the dots” and see patterns and opportunities from work
  - ✓ Strong client focus: Listen and adapt to client needs
  - ✓ Communication: A strong communicator both within teams but also with clients.

#### 4. DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

**Duration:** 12<sup>th</sup> January 2022 – 30<sup>th</sup> September 2022 (maximum 160 working days)  
**Duty station:** The consultant will be home-based. No travel is required for this assignment.  
**Expected places of travel:** not required.

#### 5. FINAL PRODUCTS

##### Expected Outputs and 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.

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	
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	Approved by Director of the USPC
5. Digital/multimedia outreach materials produced and disseminated, including a newsletter series and storyboard/subtitles of a USPC video. (17%)	25 May 2022	

## 6. PROVISION OF MONITORING AND PROGRESS CONTROLS

### Institutional Arrangement:

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

## 7. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individuals 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:

1. **Letter of Confirmation of Interest and Availability with Financial Proposal** (in USD) using the template provided as **Annex III**  
**Financial proposal:** Consultant shall quote an all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided for the entire assignment. The term "all-inclusive" implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the IC in completing the assignment are already factored into the proposed fee submitted in the proposal.  
  
If an Offeror 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), the Offeror must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.
2. **P11 / Personal CV**, 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 with contact details.
3. **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.

**\*\*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.

## 8. FINANCIAL PROPOSAL

### Price Proposal and Schedule of Payments

The candidates must submit a **financial proposal based on a lump sum amount**. The total amount quoted shall be all-inclusive of all costs components required to perform the work and complete deliverables identified in the Terms of Reference (ToR). This includes professional fee, communications, consumables, and any other applicable cost to be incurred by the consultant in completing the assignment. The contract price will be fixed output-based price regardless of extension of the herein specified duration.

#### Schedule of Payments:

Payment will be made after satisfactory acceptance and certification of the deliverables and in accordance with UNDP procedures as per below percentages:

Deliverables/ Outputs	Target Due Dates	Review and Approvals Required from
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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.

## 9. EVALUATION

### Evaluation Method and Criteria

**Cumulative Analysis:** 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
<b>Technical</b>	<b>70%</b>	<b>70</b>
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
<b>Financial</b>	<b>30%</b>	<b>30</b>

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

**Contract award:** Applicant receiving the Highest Combined Score and has accepted UNDP's General Terms and Conditions will be awarded the contract.

## ANNEXES

[Annex I - TOR for Communications Consultant](#)

[Annex II - General Terms and Conditions for Contracts Individual Consultants](#)

[Annex III - Letter of Confirmation of Interest and Availability and financial proposal](#)

[Annex IV - P11 Form for ICs optional](#)

All documents can be downloaded at: [https://procurement-notices.undp.org/view\\_notice.cfm?notice\\_id=85829](https://procurement-notices.undp.org/view_notice.cfm?notice_id=85829)