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### Terms of reference for Individual Contractor

<b>Post Title:</b>	Media Consultant
<b>Starting Date</b>	1 March 2022
<b>Duration:</b>	3 months with the possibility of extension
<b>Location</b>	Home-based
<b>Project:</b>	Building Media Strategy for SHRC
<b>National or International Consultancy</b>	International Consultant

#### A. General background information relevant to the assignment

The Technical Cooperation Programme (TCP) for Human Rights Capacity Development in Saudi Arabia commenced in 2014, based on a Memorandum of Understanding with the Government. The Programme is supported by a team based in Riyadh under the OHCHR Regional Office for the Middle East and North Africa, based in Beirut, Lebanon.

The main objective of the Technical Cooperation Programme is to develop national capacities for the protection and promotion of human rights in the Kingdom of Saudi Arabia. In addition, the Programme aims at strengthening the engagement of the Kingdom with the international human rights mechanisms. The Programme is being implemented in collaboration with the Saudi Human Rights Commission (SHRC), taking into consideration the needs of the SHRC and other government entities and the recommendations emanating from international human rights mechanisms.<sup>1</sup>

This consultancy assignment is being developed under the framework of the Technical Cooperation Programme (TCP). It has been drafted pursuant to the signed memorandum of understanding (MoU) between the UN Office of High Commissioner for Human Rights and Saudi Arabia through the Saudi Human Rights Commission, which aimed at building national capacities in the field of human rights, promoting Human Rights, and spreading awareness of human rights among all community including children's rights.

The OHCHR/TCP in cooperation with SHRC, are seeking to hire a consultant to conceptualize and develop a media strategy targeting SHRC media to enhance its work and function on promoting and protecting human rights. The ToR constitutes an integral part of the Concept Note prepared in this regard.<sup>2</sup>

<sup>1</sup> <https://www.ohchr.org/EN/Countries/MENARegion/Pages/TechnicalCooperationSaudiArabia.aspx>

<sup>2</sup> See Concept Note on Building Media Strategy in August 2021.

## **B. The objectives of the assignment**

The main objective of this assignment is to build a media strategy that activates SHRC role in promoting and protecting human rights

## **C. The scope of work, which contains a detailed description of deliverables and activities**

The consultant will follow a methodology that includes but is not limited to the following:

First: Assessing the current situation of SHRC media through:

- Reviewing the existing social media content and the targeted audience.
- Evaluating the effectiveness of existing social media content and the targeted audience with SHRC strategy and objectives.
- Measuring the current presence and influence across all media outlets.
- Mapping and analysing current and potential stakeholders, whether critical, neutral, or allied, and goes beyond traditional stakeholders such as social media influencers.
- Review Treaty Bodies and UPR recommendations directed to Saudi Arabia concerning the media aspect to measure its application and ensure its existence in the SHRC media plans.
- Identifying challenges currently facing SHRC in media.
- Listing the available media opportunities to Strategies about how to reach a wider audience with social media.
- Identifying potential UN campaigns and events to join/partners.

Second: Building the media strategy in line with international human rights standards that include but are limited to the following steps:

- Defining the main media strategy goals respecting the overall SHRC role and strategy and international human rights standards.
- Identifying key media messages and targeted audience
- List all media means that can achieve the objectives of the strategy.
- Design an internal policy, and guideline to employees working in the media, which guarantees the strategy's achievement
- Identifying ways and means in dealing with misleading information, negative rumors, or harmful content.
- Listing UN campaigns and events for SHRC join/partners, which guarantees the strategy's achievement

## **D. Expected Outputs and Deliverables**

- 1- An assessment of the current Human Rights Commission (SHRC) media situation.
- 2- Media strategy that respects the overall SHRC role and international human rights standards using best practices.
- 3- A description of the strategic goal linked with the most important sources and means that can be used to activate the plans.
- 4- Internal policy, and guidelines set for employees working in the media, to guarantee the strategy's achievement.

- 5- Communication strategy during crises (containing appropriate media responses, risks, and ways to prevent the issue from occurring...)

**E. The duration of the assignment**

The expected duration of the work is up 3 months from contract signature date, with the possibility of extension.

**F. The duty station and expected places of travel, if any**

- This is a home-based assignment.
- If unforeseen travel outside the consultant home based city is requested by UNDP/OHCHR and not required by the Terms of References (ToR), such travel shall be covered by UNDP in line with applicable rules and regulations and upon prior written agreement. In such cases, the consultant shall receive living allowances not exceeding the United Nations (UN) Daily Subsistence Allowance (DSA) rate for such other location(s).
- **Note:** A written approval from UNDP/OHCHR and relevant authorities will be required to facilitate consultant's travel to other location than Riyadh on official missions where necessary.

**G. Institutional Arrangement**

The consultant will report to the SHRC and OHCHR/TCP in Riyadh, Saudi Arabia.

**H. Scope of Price Proposal and Schedule of Payments**

All proposals must be expressed in a lump sum amount. This amount must be “all-inclusive”. Please note that the terms “all-inclusive” implies that all costs (professional fees, living allowances, communications, consumables, etc.) that could possibly be incurred are already factored into the final amounts submitted in the proposal.

Payment shall be made as a deliverables-based lump sum payment, to be paid in installments. The schedule of payment will be distributed upon satisfactory submission of the deliverables listed in the table hereunder:

Payment	Phases	Tentative Schedule	Payment Percentage
1st payment	Upon submission and acceptance of conduct a comprehensive study	45 days from contract signature date	30%
2nd payment	Upon submission and acceptance of develop a new strategy	15 days upon completion of the first deliverable	70%

**I. The approval process required to certify outputs prior authorising payment, and payment milestones if applicable:**

The Expert will share certificate of payment where he/she needs to indicate achieved outputs. Then the certificate of payment must be verified by the UNDP top management. The Expert is advised to keep track of days worked and tasks performed throughout the consultancy assignment. Such documentation will support the payment process as deemed needful.

**J. A clear and precise description of the selection criteria, including the required degree of expertise and qualifications such as specialised knowledge, language needs and experience**

**a. Qualification:**

Master's Degree or equivalent in media, communication, or related fields.

**b. Experience:**

- Experience in media management.
- Good analytical and writing skills.
- Experience in the usage of computers and office software packages (MS Word, Excel, etc.) and experience in handling web-based management systems

**c. Language:**

Language proficiency in both written and oral English and Arabic.

**d. Competencies:**

Communication:

- Actively listens and correctly interprets messages.
- Understands assignment instructions and applies them as directed
- Seeks clarity and guidance when needed.

Corporate:

- Demonstrates integrity by modelling the UN's values and ethical standards.
- Promotes the vision, mission, and strategic goals of UN-OHCHR and SHRC.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

Functional:

- Excellent writing and presentation skills in Arabic and English
- Excellent communication skills, and ability to analyse diverse information rapidly from varied sources
- Acts as a team player, with strong interpersonal and communication skills.
- Ability to work under pressure.

#### Project and Resource Management:

- Ability to produce high quality outputs in a timely manner while understanding and anticipating the evolving client needs.
- Strong organisational skills.
- Ability to work independently and produce high quality outputs.

#### Leadership and Self-Management:

- Focuses on result for the client and responds positively to feedback.
- Consistently approaches work with energy and a positive, constructive attitude.
- Demonstrates openness to change and ability to manage complexity.
- Responds positively to critical feedback and differing points of view.

### **K. RECOMMENDED PRESENTATION OF OFFER**

For purposes of generating Offers whose contents are uniformly presented and to facilitate their comparative analysis, it is best to recommend the preferred contents and presentation of the Offer to be submitted, as well as the format/sequencing of their presentation. The following documents may be requested:

- a) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP.
- b) **Personal CV or P11**, indicating all 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) **Financial Proposal** that indicates the all-inclusive total contract price, supported by a breakdown of costs, as per template provided. The terms “all-inclusive” implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred are already factored into the final amounts 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.

### **L. EVALUATION**

Individual will be evaluated based on the following methodologies:

**Step 1: Screening and desk review:** screen the candidates based on relevant academic background and experience.

#### **Step 2: Technical Criteria – Maximum 70 points**

Shortlisted Candidates will be then assessed and scored against the following evaluation criteria: Applications will be first screened and only candidates meeting the following minimum criteria will progress to the pool for shortlisting:

- ✓ Advanced university degree (Master's Degree or equivalent in media, communication, or related fields).
- ✓ At least 5 years of relevant experience in media management.
- ✓ Good analytical and writing skills
- ✓ Experience in the usage of computers and office software packages (MS Word, Excel, etc.) and experience in handling web-based management systems
- ✓ Knowledge and understanding of the laws and regulations in Saudi Arabia are desired. Experience of working with constituents in the Arab States, particularly in the Gulf Cooperation Council (GCC), is an advantage.
- ✓ Good understanding of the UN programming principles and UN capacity development mandate would be an asset.

- **Qualification and Experience (70 points) [evaluation based on a Desk-Review]:**

- **Technical Criteria: weight 70% and Financial Criteria weight 30%**

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

<b>Weight Per Technical Competence</b>	
5 (outstanding): 96% - 100%	The individual consultant/contractor has demonstrated an OUTSTANDING capacity for the analyzed competence.
4 (Very good): 86% - 95%	The individual consultant/contractor has demonstrated a VERY GOOD capacity for the analyzed competence.
3 (Good): 76% - 85%	The individual consultant/contractor has demonstrated a GOOD capacity for the analyzed competence.
2 (Satisfactory): 70% - 75%	The individual consultant/contractor has demonstrated a SATISFACTORY capacity for the analyzed competence.
1 (Weak): Below 70%	The individual consultant/contractor has demonstrated a WEAK capacity for the analyzed competence.

UNDP applies the **“Best value for money approach”** – the final selection will be based on the combination of the applicants' qualification and financial proposal.

#### **Financial proposal – Maximum 30 points**

- Duly accomplished Confirmation of Interest and Submission of Financial Proposal Template using the template provided by UNDP (Annex II)

#### **PRICE PROPOSAL AND SCHEDULE OF PAYMENTS**

##### **The contractor shall submit a price proposal as below:**

The total professional fee shall be converted into a lump-sum contract and payments under the contract shall

be made on submission and acceptance of deliverables under the contract in accordance with the schedule of payment linked with deliverables. Financial proposal should include all relevant cost (consultancy fees, all envisaged travel costs, living allowances, etc.).

**Financial evaluation - Total 30% (30 points)**

The following formula will be used to evaluate the financial proposal:

$p = y (\mu/z)$ , where

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

$\mu$  = price of the lowest-priced proposal

z = price of the proposal being evaluated

**Interested applicants are advised to carefully review this advertisement and ensure that they meet the requirements and qualifications described.**

*In view of the volume of applications UNDP receives, only shortlisted offerors will be notified.*

**UNDP reserves the right to reject any incomplete applications.**

**Please be informed that we don't accept applications submitted via email.**

Interested Offerors are required to submit an application via UNDP Jobsite system as the application screening and evaluation will be done through UNDP Jobsite system. Please note that UNDP Jobsite system allows only one uploading of application documents, so please make sure that you merge all your documents into a single file. Your online application submission will be acknowledged where an email address has been provided. If you do not receive an email acknowledgement within 24 hours of submission, your application may not have been received. In such cases, please resubmit the application if necessary. Please combine all your documents into one (1) single PDF document as the system only allows to upload a maximum one document.

Any request for clarification/additional information on this procurement notice shall be communicated in writing to UNDP office or send to email [mohammed.abbas@undp.org](mailto:mohammed.abbas@undp.org) with a copy to [nora.alzahid@undp.org](mailto:nora.alzahid@undp.org). While the Procurement Unit would endeavour to provide information expeditiously, only requests receiving at least 3 working days prior to the submission deadline will be entertained. Any delay in providing such information will not be considered as a reason for extending the submission deadline. The UNDP's response (including an explanation of the query but without identifying the source of inquiry) will be posted in the Individual Consultant (IC) Procurement Notice page as provided above. Therefore, all prospective Offerors are advised to visit the page regularly to make obtain update related to this Individual Consultant (IC) Procurement Notice

**UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.**

**UNDP does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment and discrimination. All selected candidates will, therefore, undergo rigorous reference and background checks.**