



UNITED NATIONS DEVELOPMENT PROGRAMME
TERMS OF REFERENCE/SERVICE CONTRACT

I. Job Information:

Job Title:	International Consultant on PR, Communications and Outreach
Type of contract:	IC
Project Title/Department:	Improved Public Service Delivery and Enhanced Governance in Rural Uzbekistan
Duration of the assignment:	90 working days (March 2022 – February 2023)
Assignment location:	Home based with 4 visits to Uzbekistan for at least 5 w/days each
Expected places of travel:	Tashkent city and pilot regions
Work status (full time / part time):	Part-time
Reports To:	Project Manager

II. Background

The Joint Project of Public Services Agency under the Ministry of Justice and UNDP Uzbekistan “Improved Public Services Delivery and Enhanced Governance in Rural Uzbekistan” financed by the EU (the Client) is implemented to improve the living standards of vulnerable people in rural areas, such as women, youth and children, the elderly and people with disabilities through increasing their access to public services and improving the quality of their delivery.

The project also aims to strengthen the citizen engagement by supporting various accountability arrangements that will enhance the participation of all parties in the decision-making process and access to information and increase the transparency of the local governance system in the country.

One of the main components of the project is to raise public awareness about the benefits of using public services (Activity 2.3 of the Project Document - Improving access to information about public services through various channels). Thereby, the approved work plan of the Project provides for the development of the Communication Strategy of the Public Services Agency for 2021-2025 to identify priority and key areas for interaction with general public.

The International Consultant on PR, Communications and Outreach will provide strategic guidance on implementation of Communication Strategy of the Public Services Agency and other related initiatives related to promoting public services, improvement of communication activities and capacity building activities of respective government officials in public services delivery in Uzbekistan in PR, Communications and Outreach fields and knowledge transfer.

III. Description of Responsibilities

Under the direct supervision of the Project Manager, and guidance of the Programme Coordinator the International Consultant will be responsible for the timely and satisfactory implementation of the following tasks and duties:

1. Strategic guidance during the development and implementation of Communication Strategy of the Public Services Agency.
2. Transfer of knowledge and advance international experience on Communications and Outreach.
3. Strategic guidance and technical advice during the implementation of Capacity Building of

government officials for PR initiatives.

Activities/Tasks:

Activity 1. Strategic guidance during the development and implementation of Communication Strategy of the Public Services Agency:

- Providing strategic advice and consultations aimed at successful implementation of Communication Strategy of the Public Services Agency;
- Advise during the organization of awareness raising campaigns and events;
- Development set of recommendations on improvement of utilization of PR and Communication tools and media sources;
- Providing an independent assessment and expertise during the development of the PSA Communications and Outreach Strategy and Action Plan.
- Provide advice on innovative PR, Communications and Outreach tools applicable in Uzbekistan.
- Provide expertise support in reviewing draft and acceptance of Communication Strategy of the Public Services Agency.

Activity 2. Knowledge and experience transfer.

- **Review and analyze** the national and project experience in effective implementation of PR, Communications and Outreach strategies.
- **Review and bring** the most relevant international experience with at least 3 countries (at least 2 EU and 1 worldwide) to ensure the efficient implementation of PR, Communications and Outreach strategies for effective governance and public services delivery programs.
- Facilitate the national, regional, and international transfer of know-how and experiences in implementing Communications and Outreach mechanisms.
- **Prepare a Concept note** and facilitate organization of a **study tour to some relevant EU and/or CIS countries**, for PR specialists of state authorities providing public services to learn best practices in advocating and implementing Communications and Outreach Strategies.
- Support and coach relevant staff of the PSA in media skills, information management, public relations and strategic communication to ensure they are fully equipped for the implementation of the PSA's PR and Communications Strategy and Action Plan.
- Develop **2 online training courses** for: (1) for central PSA and local PSC PR Specialists and (2) PR specialists of Back-office organizations. The course will be presented on the e-learning system and will include the educational content (goal, syllabus, video and audio materials, presentations, case studies, practical exercises, etc.), the intermediate and final tests, and the certificate of completion.
- Advise the government in designing systems for expanding experiences, lessons learned and know-how on implementation of Communications and Outreach initiatives.
- Conduct workshop(s) to the relevant staff of the PSA and its regional branches to agree on the main principles and directions of the PR and Communications Strategy and Implementation Plan.
- Conduct **a 2-days in person trainings** (2 trainings in different topics) on Communications and Outreach for PSA and back-office organizations (ministries and agencies).

Activity 3. Strategic guidance and technical advice during implementation of PR, Communications and Outreach tools.

- Provide **policy and programming advice** to the Project team, as well as national counterparts (upon request) regarding effective capacity building of central and local government officials in Communications and Outreach areas for better implementation of functions and optimization of structure.
- Providing strategic advice and consultations in the **formulation/tuning and implementation** of the

project Communications and Outreach Strategy.

- **Support the IPSD** project team in the development of publications, informational materials and analytical articles on legislation of public services delivery in the international mass media (journals, newspapers, Internet, etc.);
- Participate in the **Project events and workshop** meetings with national partners and key stakeholders (including international conferences, “round table discussions”, presentation of outputs and other).
- Perform other tasks and requests related to the PR, Communications and Outreach for the IPSD project team and national partners.

IV. Timeframe and fees

The following deliverables and indicative schedule are expected from the consultant. The exact dates of beginning and completion stages as well as scope of works for each phase can be corrected by Project Manager based on reasonable justification by the Consultant. The project reserves the right, if necessary, to amend the terms of reference of the Consultant on a written agreement. The final schedule will be agreed in the beginning of the consultancy assignment. All deliverables should be submitted to the project by the Consultant in English in e-versions and then approved by Project Manager and UNDP GGC.

#	Deliverables	Timeframe	Payment
1.	<ul style="list-style-type: none"> a. Report on the current national and project experience in implementing PR, Communications and Outreach strategies in public service delivery prepared and accepted by Supervisor. b. Brief report and presentation on the most relevant international experience with at least 3 countries (at least 2 EU and 1 worldwide) to ensure the efficient implementation of PR, Communications and Outreach strategies for effective governance and public services delivery programs prepared and accepted by Supervisor. c. Report on provided expertise support in reviewing draft and acceptance of Communication Strategy of the Public Services Agency. 	30/04/2022	25%
2.	<ul style="list-style-type: none"> a. Developed of a concept note of study tour to some relevant EU and/or CIS countries with detailed programme to learn up practical implementation of PR, Communications and Outreach Strategies accepted by Supervisor. b. Report on conducted 2-day training course on Communications and Outreach for 20 PSA and back-office organizations (ministries and agencies) prepared and accepted by Supervisor. 	30/07/2022	25%
3.	<ul style="list-style-type: none"> a. Developed online training module for the PSA and back-office organization on PR, Communications and Outreach issues prepared and accepted by Supervisor. b. Report on conducted workshop(s) to the relevant staff of the PSA and its regional branches to agree on the main principles and directions of the PR and Communications Strategy and Implementation Plan prepared and accepted by Supervisor. 	30/10/2022	25%
4.	<ul style="list-style-type: none"> a. Final Report with set of recommendations on further improving PSA Communications and Outreach Strategy and draft of Action Plan for 2023 prepared and accepted by Supervisor. 	31/01/2023	25%

This is a lump sum contract that should include costs of consultancy and other costs required to produce the

above deliverables. Payment will be released in 4 (four) instalments (20%, 20%, 20% and 20%) upon the timely submissions of the above-mentioned deliverables respectively, and their acceptance by the Project Manager and UNDP GGC.

V. Qualification Requirements		
Education:	Master's Degree in communication, social science, behavioural change communication, strategic communication, journalism, public relations, marketing or related fields.	
Experience:	<ul style="list-style-type: none"> – At least 5 years of experience in implementing and managing public relations, communication or advocacy projects or campaigns in developing countries. – Experience of working at the government and international organizations. – Experience of development manual, guide or instructions (at least 3). – Experience with training (at least 3) and development in challenging and transitional environments. 	
Language requirements:	Fluency in written and spoken English. Knowledge of Russian would be an advantage.	
Others:	<ul style="list-style-type: none"> – Excellent analytical and interpersonal skills including oral and written communication; – Strong research, data analysis and reporting skills; – Understanding of widely accepted formative research, pretesting, and monitoring and evaluation methodologies for effective communication and public relations/advocacy campaigns; – Demonstrated programme management skills including results-based orientation, preparation of work plans, monitoring and evaluation and leading cross-cultural teams; – Previous experience working in transition environments would be an advantage; – Demonstrated strong technical, programming and management skill. 	
Mode of Assessment:	For shortlisted candidates: desk review of proposal (letter of interest, CV and brief methodology) and financial offer.	
UNDP is an equal opportunity employer. Qualified female candidates, people with disabilities, and minorities are highly encouraged to apply.		
VI. Signatures-Post Description Certification		
<i>Incumbent (if applicable)</i>		
Name	Signature	Date
Supervisor		
Abror Khodjaev, Project Manager	Signature	Date