

**TERMS OF REFERENCE**

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| **Project title** | ‘SDG-Aligned Budgeting to Transform Employment in Mongolia’ |
| **Location** | Ulaanbaatar, Mongolia |
| **Post title** | Knowledge management and communications officer (maternity cover)  |
| **Type of contract** | Individual Contract (IC) |
| **Duration of Initial Contract** | 5 months (From February 01 to June 30, 2022) |

**BACKGROUND**

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| The project “SDG-Aligned Budgeting to Transform Employment in Mongolia” aims to support increased employment and promotion of decent work in Mongolia. The Project plans to achieve its goal by conjoining two main streams of activities: i) enabling and promoting employability in Mongolia via direct interventions and policy improvements, and ii) improving the public finance management systems to absorb results-oriented, effective, and evidence-based policies and budget initiatives in employment and labor sectors.This technical assistance project is funded by the European Union (EU) and complements the EU Direct Budget Support to Mongolia. The Project is managed by UNDP in partnership with FAO and ILO and had the following four components:Component A. Bridging Policies with BudgetsComponent B. Budget Oversight and Transparency Component C. Employment Promotion: Boosting Employability Component D. Effective Application of International Labor Standards by Strengthening Institutions of Work The overall objective of this assignment is to raise awareness of the activities of the project and the European Union's vital support of the program in improving employment in Mongolia. The communications plan helps share key evidence and experiences gathered during the timeline of the fund’s activities whilst informing interested parties and the EU citizenry of the European Union’s contribution to the project. Sub-objectives include, but are not limited to: (i) to communicate the objectives, intentions and results of the project operations in improving public services in the Labor and Employment sector in Mongolia, (ii) promote the modernization of Mongolia’s PFM systems and strengthen institutional capacity through the launch and other publicity generating events, (iii) to build capacity among partner donors, key stakeholders and project beneficiaries to enable them to become important voices on the subject, and (iv) to provide visibility for key donors such as the EU in Mongolia and within the EU itself. Communications activities, as one of the key indicators of the project, aim to capture a wide range of audiences including Ministry of Finance, Ministry of Food, Agriculture and Light Industry, Ministry of Labor and Social Protection, Parliament of Mongolia, National Development Agency, National Audit Office, General Agency for Specialized Inspection, Mongolian Employers’ Federation, Confederation of Mongolian Trade Unions, CSOs and research/media organizations. Target audiences also include youth, farmers/herders, remotely located youth and marginalized groups, persons with disabilities, women and girls, unemployed/underemployed people, jobseekers, and the public in Mongolia.  |

**DUTIES AND RESPONSIBILITIES**

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| Following scope of work shall be conducted within assigned duration. 1. **Development of knowledge and advocacy products/communications content for mass media on employment and public finance management reforms**
* Develop the Media Relations Strategic Plan along with the project Annual Working Plan-2022
* Coordinate with implementation agencies and stakeholders on media content plan
* Coordinate with appropriate media agencies on cooperation and content dissemination
* Develop the package of knowledge and advocacy products/public awareness content and disseminate through appropriate media agencies
1. **Implement the Project Communications and Visibility Plan-2022**
* Develop the package of social media materials on employment promotion activities
* Event, campaign, training, and consultation workshops supported including related offline and social media collaterals and/or press release(s), related reporting on statistics and audience reached submitted
* Develop blog, human interest stories, news items and other relevant communication materials on website
* Support production of short-form video production, animations and other promotional materials to enhance stakeholders’ understanding
* Responsible for the website development and update
* Provide overall proof reading and editing support on communication products
1. **Project support through other communication activities**
* Ensure branding and donor visibility on events and related materials
* Coordinate with donor, implementing partners and stakeholders
* Assist in generation of knowledge products and promotional materials from of the project results particularly, related to trainings, consultations and major events
* Update and systematization of the project publications database including communication materials, knowledge products, photos and videos
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| **Expected Outputs and Deliverables:**

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| **Deliverables/ Outputs** | **Target Due Dates** | **Review and Approvals Required *(Indicate designation of person who will review output and confirm acceptance)*** |
| **I. Overall strategy (10%)** 1) Develop the Media Relations Strategic Plan along with the project Annual Working Plan-20222) Develop media content plan3) Provide overall proof reading and editing support on communication products. | 1 March 2022 | National Project Manager Communications Analyst  |
| **II. Communications materials (40%)** 1) Develop the package of social media materials on employment promotion activities – infographics, graphic designs, quotes and photo collage/slide show2) 2 blog or illustrated human-interest story completed3) 2 event, campaign or major training supported including related offline and social media collaterals and/or press release(s), related reporting on statistics and audience reached submitted4) 1 short-form video production, animations and other promotional materials | 1 March – 20 April, 2022 |
| **III. Knowledge products (50%)**1) 5 knowledge products or promotional materials (social media banner, infographics, flyer, quotes, and short impact report as an one pager respectively) from of the project results particularly related to trainings, consultations and major events2) 1 illustrated human-interest story completed3) 1 event or campaign developed and published, related reporting on statistics and audience reached submitted | 10 June, 2022 |

**The consultant will use his/her own equipment and software.****Intellectual Property**All information and production of report to the assignments as well as outputs produced under this contract shall remain the property of the UNDP who shall have exclusive rights over their use. The products shall not be disclosed to the public nor used in whatever format without written permission of UNDP in line with the national and International Copyright Laws applicable.  |

**INSTITUTIONAL ARRANGEMENTS**

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| The consultant will work under direct supervision of the National Project Manager and overall supervision of the Programme Analyst, Governance Portfolio and Communications Analyst, UNDP Mongolia.Weekly reporting will be required, and each deliverable shall be presented to the National Project Manager for review and approval. The project may require other related support and provided guidance by the National Project Manager or other team members.**Duration of assignment, duty station and expected places of travel****Duration**The assignment is estimated to commence on 01 February 2022. The assignment will need to be completed 30 June 2022 at the latest. Up to a maximum of 100 working days.**Duty Station**The consultancy will be home, and office based and shall set-up a schedule to engage with the project team through remote communications tool and in person.   |

**DEGREE OF EXPERTISE, QUALIFICATIONS AND COMPETENCIES**

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| **Required skills and experience**The consultant should possess the following expertise and qualifications:**Education and Experience**• Bachelor’s degree in journalism, media relations, communications or any other related field• 5-7 years of relevant experience at the national or international level in public relations,  electronic and print media, communications, or advocacy • Strong media relations background is essential• Experience in social media (i.e. Facebook, Twitter, LinkedIn, YouTube) management and/or online news, including data analysis • Experience in the usage of computers and office software packages, good knowledge and  experience in handling of web-based management systems• Good command of graphic design tools (e.g.: Adobe Creative Suite) would be an advantage • Experience in developing compelling human-interest stories would be an advantage**Skills**• Demonstrable effective and creative communications skills;• Results-driven, initiative-taking, ability to work under pressure and meet tight deadlines;• Ability to work independently or with very limited guidance;• Highly motivated with a positive attitude and problem-solving approach;• Good interpersonal and communication skills.**Language**• Excellent and strong writing and editing skills in English and Mongolian language is required**Corporate Competencies:**• Demonstrates integrity by modelling 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**Management and Leadership:**• Consistently approaches work with energy and a positive, constructive attitude• Demonstrates good oral and written communication skills• Demonstrates openness to change/comments/suggestions and ability to manage |

**CRITERIA FOR SELECTION OF THE BEST OFFER**

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| **Required documents**Interested candidates must submit the following documents/information to demonstrate their qualifications. 1. Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP
2. Curriculum Vitae and contact details (email and telephone number) of the Candidate and at least three (3) professional references
3. Four examples of previous communications work including two writing samples and two graphic design examples
4. Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. 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.

**Incomplete proposals may not be considered. The short-listed candidates may be contacted, and the successful candidate will be notified.****Evaluation Method and Criteria**Only candidates which are responsive and compliant will be evaluated. Individual consultants will be evaluated based on the following methodology:**Combined Scoring method and Cumulative Analysis**The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as responsive/compliant/acceptable; and having received the highest combined score out of: • Weighted technical criteria (50%) shall be evaluated based on education and technical  experience in the area of communications;• Interview criteria (20%) shall be evaluated based on competencies and responses to questions  on motivation and commitment, functional skills and soft skills;• Financial criteria (30%) shall be computed as a ratio of the proposal being evaluated as the  lowest-priced qualified proposal received by UNDP for the assignment.1. **Technical Criteria for Evaluation (Maximum 100 points, 70% of the combined score)**

• Criteria 1: Education – Max 20 points;• Criteria 2: Experience supporting the production of communications materials, including publications, outreach materials and multimedia products-– Max 50 points• Criteria 3: Experience in the usage of web and social media management tools, and audio/video production tools is required– Max 20 points• Criteria 4: Excellent command of Mongolian writing – Max 20 pointsOnly candidates obtaining a minimum of 70 points for technical criteria would be considered for the Interview and Financial Evaluation.1. **Financial Criteria for Evaluation (30% of the combined score)**

Candidates shall quote a lump-sum “all-inclusive” fee for the completion of each deliverable. The term “all-inclusive” implies that all costs (professional fees, communications, consumables, translation and other services, travel costs within state, etc.) that could be incurred by the IC in completing the assignment are already factored into the lump-sum submitted in the proposal. The application receiving the Highest Combined Score will be awarded the contract. |

**PAYMENT TERMS**

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| Candidates shall quotea **lump sum** **“all-inclusive” fee** for the completion of each deliverable. The term “all-inclusive” implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the consultant in completing the assignment are already factored into the lump-sum submitted in the proposal. Payments shall be done upon verification of completion of deliverables and approval by the IC’s supervisor.The lump-sum price is fixed regardless of changes in the cost components. The payment breakdown is as follows:* First Tranche – 20% upon submission and approval of Deliverable 1 (Overall strategy)
* Second Tranche – 50% upon submission and approval of Deliverable 2 (Communication materials)
* Third Tranche – 30% upon submission and approval of Deliverable 3 (Knowledge products)
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**This TOR is approved by:**

**Barkhas Losolsuren, PO**

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| **Criteria** | **Weight** | **Max. point** |
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| **Technical criteria 1: Education**  |  | **20** |
| Bachelor’s degree in journalism, media relations, communications or any other related field |  | *[20]* |
| **Technical riteria 2: Professional experience** |  | **60** |
| 5-7 years of relevant experience at the national or international level in public relations, electronic and print media, communications, or advocacy  |  | *[30]* |
| Experience in social media (i.e. Facebook, Twitter, LinkedIn, YouTube) management and/or online news, including data analysis  |  | *[10]* |
| Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems |  | *[10]* |
| Good command of graphic design tools (e.g.: Adobe Creative Suite) would be an advantage |  | *[10]* |
| **Technical criteria 3 - Proposed methodology and approach** |  | **10** |
| Proposed methodology and approach work plan |  | *[10]* |
| **Technical criteria 4 – Language and communication skills** |  | **10** |
| Excellent and strong writing and editing skills in English and Mongolian language is required; |  | *[10]* |
| **Technical Score** | **70%** | **100** |

**Annex 1. Technical evaluation scoring guide**