

## **TERMS OF REFERENCE**

### **Individual Contractor**

#### **1. Assignment Information**

Assignment Title	National Communications Consultant
Organization	Office of UN Resident Coordinator
Post Level	Junior National Consultant, Individual Contract
Cluster/Project	Office of UN Resident Coordinator
Duty Station	Phnom Penh, Office-based
Duration	105 working days (Mid February – 31 December 2022)

#### **2. Background and Project Description**

Under its current UNDAF 2019-2023, The United Nations in Cambodia is committed to working with the Royal Government of Cambodia (RGC) and the people of Cambodia to achieve inclusive and equitable development, with a special focus on the most marginalized and vulnerable, to leave no one behind. The UNDAF places the 2030 Agenda and the SDGs at its core.

Since 2020, the UN in Cambodia has engaged in many communications and public outreach activities such as the community conversations, radio talk shows and the digital social media campaigns, under the theme “the future we want” and the common agenda. Through those activities, we have heard loud and clear that people aspire for a better quality of life, particularly for their children and the next generations to come. Everyone we talked to want their rights protected to access quality healthcare, education and better jobs to live in dignity and in harmony with nature and society.

For this year, 2022, the UN in Cambodia continues its communications/outreach program to engage the public, in particularly young people, on challenges and opportunities that shape for creating the sustainable future and the central role of the public in achieving the 2030 Agenda.

The UN Resident Coordinator Office (RCO) is recruiting a national communication consultant to provide substantial support to strategic communications and outreach, assist in partnership building and media relations, day-to-day digital communications, publication and branding management.

#### **3. Objective and Scope of Work**

Under the overall guidance of RCO Team Leader and direct supervision of RCO Communications Officer, the Communications Consultant will be responsible for the following tasks:

- Produce creative graphic design for RCO’s outreach and communication materials in coordination with RCO communication officer.
  - Design Country Result Report including layout, adding infographics and visuals
  - Develop and design Joint Programme Factsheet/leaflet including layout, adding infographics and visuals

- Develop social media package for RCO's social media platforms and publish on them accordingly on weekly basis as given detail assignment:
  - Research and ensure the understanding about UN agencies in Cambodia, UN programmes, UN Joint Programmes and produce catchy and informative contents
  - Produce image visuals which can be posters, photos, infographic to promote UN in Cambodia, joint programmes, programmes, and public awareness information
  - Produce image visuals which involved searching for stories, developing content, writing script, filming, and editing.
- Provide communication assistance to UN's international celebrations, both online and offline, local and global including develop and design social media packages for online campaign (posters, photos, short videos, blog piece, etc) and video graphing and photographing at the offline event. The international celebrations are:
  - Common Agenda Community Conversations
  - International Women Day
  - International Youth Day
  - International Environment Day
  - UN Day
  - 16 Days Campaign against GBV
  - International Human Rights Day
  - International Day of Migration Day

#### **4. Expected Specific Outputs and Deliverables**

The National Communications Consultant will be paid on a lump sum basis under the following installments.

<b>Deliverables/Outputs</b>	<b>Estimated Duration of Works</b>	<b>Target Due Dates</b>	<b>Review and approvals required</b>
<u>Deliverabel1</u> : Develop social media package for RCO's social media platforms and publish on them accordingly on weekly basis as given detail assignment.	55 days	31 July 2022	UN Communication Officer and the RCO team leader

<u>Deliverable 2</u> : Produce creative graphic design for RCO's outreach and communication materials as needed	20 days	30 October 2022	UN Communication Officer and the RCO team leader
<u>Deliverable 3</u> : Provide communication assistance to UN's international celebrations, both online and offline, local and global including develop and design social media packages for online campaign and video graphing and photographing at the offline event.	30 days	31 December 2022	UN Communication Officer and the RCO team leader
Total	105 days		

## **5. Institutional Arrangement**

The Consultant will be under the overall guidance of the RCO team leader, and under the direct supervision of UN Communication Officer.

The deliverables/outputs will be reviewed and approved by the direct supervisor

## **6. Duration of the Work and Duty Station**

The initial assignment is up to 105 days per year expected from mid-February to 31 December 2022.

A more detailed work plan of the assignment will be further elaborated by the Consultant and in discussion with the supervision. The duty station of the work is Phnom Penh, Cambodia with expectation to travel to provinces for stakeholder consultations. The travel related costs for this assignment will be covered by UNRCO.

## **7. Minimum Qualifications of the Individual Contractor**

<b>Education:</b>	<ul style="list-style-type: none"> <li>Bachelor's Degree in journalism, communications, media or media management, or media and communications.</li> </ul>
<b>Experience:</b>	<ul style="list-style-type: none"> <li>At least years of experience in working across the communications spectrum including in producing and publishing media and multi-media content;</li> <li>Experienced in photography, videography and graphic designs;</li> <li>Experienced in organizing events (workshop, launching events, etc.)</li> <li>Experienced in managing social media platforms (e.g. Facebook, Twitter, blog platforms)</li> <li>Previous experience in UN communication and social media engagement is an advantage.</li> </ul>

<b>Competencies</b>	<ul style="list-style-type: none"> <li>• Time management (in managing deliverables);</li> <li>• Team management;</li> <li>• Professionalism, courtesy, patience;</li> <li>• Multimedia technical competencies</li> <li>• Outstanding inter-cultural communication, networking and coordination skills.</li> </ul>
<b>Language Requirement:</b>	<ul style="list-style-type: none"> <li>• Excellent written and oral English.</li> <li>• Proficiency in Khmer.</li> </ul>

#### **8. Criteria for Evaluation of Level of Technical Compliance of Individual Contractor.**

<b>Technical Evaluation Criteria</b>	<b>Obtainable Score</b>
Bachelor's Degree in journalism, communications, media or media management, international relations, international development, or media and communications	20
At least two years of experience in working across the communications spectrum including in producing and publishing media and multi-media content;	30
Experience in photography, videography, graphic designs and organizing events	20
Experience with managing social media platforms (e.g. Facebook, Twitter, blog platforms).	20
Previous experience in UN communication and social media engagement	10
<b>Total Obtainable Score</b>	<b>100</b>

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

#### **9. Payment Milestone**

The consultant will be paid on a lump sum basis (all-inclusive of expense relate to the above assignment and any tax obligation) under the following installments.

<b>No</b>	<b>Outputs/Deliveries</b>	<b>Payment Schedule</b>	<b>Payment Amount</b>
1	Upon satisfactory completion of deliverable output  50% of Output1: Develop weekly social media package for RCO's social media platforms	30 April 2022	25%
2	Upon satisfactory completion of deliverable output  100% of Output1: Develop weekly social media package for RCO's social media platforms	31 July 2022	30%
3	Upon satisfactory completion of deliverable output	30 October 2022	25%

	Output 2: Coordinate and produce creative graphic design for RCO's outreach and communication materials as needed		
4	<p>Upon satisfactory completion of deliverable output</p> <p>Output 3: Provide communication assistance to UN's international celebrations, both online and offline, local and global if needed.</p>	31 December 2022	20%