INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 27 January 2022

Country: Egypt

Description of the assignment: Communication Consultant – International Consultant

Duty Station: Egypt Country Office - Remote assignment

Period of assignment/services (if applicable): 4 months

No. of working days: 40

Proposal should be submitted by email to procurementnotice.egypt@undp.org no later than 13 February 2022.

Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mail indicated above. UNDP Egypt will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. BACKGROUND

The United Nations Development Programme (UNDP) has been operating in Egypt for more than a decade as a trusted and credible partner, supporting the government through policy advice and programme management, leading nation-wide initiatives and programmes, and playing an important role in strengthening national institutional capacities to address poverty reduction, job creation, and business promotion. The overarching approach for UNDP in Egypt is to support Egypt’s vision for sustainable development for all and meet Egypt’s strategic and national development priorities.

UNDP Egypt is seeking to hire an International Communication Consultant to strategize and support the Egypt Country Office’s external communications and the development of outreach materials. The consultant is expected to work closely with the UNDP Egypt Communications Head.
2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The consultant will be responsible for the following:

**Communication Plan**
- Provide assistance and support to the UNDP Egypt Communications Head in developing and implementing a communication and media plan using a broad range of media, including but not limited to video, press, web pages, and social media.

**Editing, Copyrighting and Proofreading**
- Review, proofread and edit speeches, statements, op-eds, social media content and other communication and outreach materials taking into account grammar, style, content and format, as per UNDP Editorial guidelines. No. of communication materials: 10 per month.
- Draft and edits media releases, media advisories; op-eds, web stories and other written materials as required. No. of media materials: 10 per month.
- Provides any other support to the office as needed.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:
Advanced degree in Social Science, Journalism, Communications, Public Relations, International Development or a related field.

II. Years of experience:
At least 7 years of experience in journalism, communications, or a related field. Regional and International experience are required.

III. Competencies:
- A solid experience in the areas of marketing, journalism, digital communication, management, and planning.
- Fluency in English and another UN language.
- Experience in developing and implementing communication strategies.
- Excellent writing, editorial and presentation skills.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Technical Proposal:
   (i) Explaining why they are the most suitable for the work
(ii) Provide a brief methodology on how they will approach and conduct the work

2. Financial proposal
3. Personal CV including past experience in similar projects and at least 3 references

5. FINANCIAL PROPOSAL
   • Contracts based on daily fee
   The financial proposal will specify the daily fee and payments are made to the Individual Consultant based on the number of days worked.

6. EVALUATION

Individual consultants will be evaluated based on the following methodology:

**Cumulative analysis**
When using this weighted scoring method, the award of the contract should 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 a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight; 70%
* Financial Criteria weight; 30%

Only candidates obtaining a minimum of 49 points would be considered for the Financial Evaluation

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<th>Criteria</th>
<th>Weight</th>
<th>Max. Point</th>
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<td></td>
<td>70%</td>
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<td>Technical</td>
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<td>• Criteria A: Education</td>
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<td>• Criteria B: Experience</td>
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<td>• Criteria C: Methodology</td>
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<td>Financial</td>
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ANNEX

ANNEX 1- TERMS OF REFERENCES (TOR)
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Duties and Responsibilities

The consultant will be responsible for the following:

Communication Plan

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Competencies

Corporate competencies:
• Demonstrates integrity by modeling 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;
• Fulfills all obligations to gender sensitivity and zero tolerance for sexual harassment.

Functional competencies:
• Strong interpersonal skills, communication and diplomatic skills, ability to work in a team;
• Openness to change and ability to receive/integrate feedback;
• Ability to work under pressure and stressful situations;
• Strong analytical, reporting and writing abilities;
• Excellent journalistic-style writing and editorial skills, with ability to articulate ideas in a clear and concise way to a variety of audiences;
• Highly developed and proven communications skills in multi-cultural settings.

Experience and Qualifications

Academic Qualifications:
Advanced degree in Social Science, Journalism, Communications, Public Relations, International Development, or a related field.

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