TERM OF REFERENCE
FOR INDIVIDUAL CONTRACT

POST TITLE: COMMUNICATION CONSULTANT

AGENCY/PROJECT NAME: UNDP-Country Office, Human Security Project

COUNTRY OF ASSIGNMENT: Bangkok, Thailand

EXPECTED PLACES OF TRAVEL: Home-based with domestic travel

DURATION OF ASSIGNMENT: 40 working days over 9 months

1) General Background

The United Nations Development Programme (UNDP) in Thailand, the United Nations Office on Drugs and Crimes in collaboration with the Royal Thai Government and partners, has implemented projects to accelerate the development of the country for more than 50 years. UNDP and UNODC work to promote and advance SDG16 in Thailand, in which the framework of “Sustaining Peace” is applied. It focuses on increasing tolerance and embracing diversity in the country.

Under the frameworks of Sustaining Peace Resolutions, Sustainable Development Goals (SDGs), the Secretary General’s Plan of Action to Prevent Violent Extremism and the United Nations Global Counter-Terrorism Strategy, the National Security Council is a key player within Government to address the above challenges, and a key partner in developing a National Action Plan on Prevention of Violence Extremism (NAP PVE). Since late 2018, the Office of the Resident Coordinator, the United Nations Office on Drugs and Crime (UNODC) and the United Nations Development Programme (UNDP) have been closely engaging the NSC by providing supports to enhance policy and operational capacity.

The recent attempt is within the project ‘Promoting a Human Security Approach to PVE in Thailand’ that aims to advocate and promote a Human Security prevention-based approach to societal tensions in Thailand, through a framework for Preventing Violent Extremism (PVE). It will be developed in a comprehensive, gender-responsive and multisectoral manner, based, as possible, on a government and civil society consensus. Two specific results are expected of the project:

1. Thai Government preparation and implementation of the National Action Plan (NAP) for Prevention of Violent Extremism (PVE) is informed by a Human Security approach, including through the development of Human Security Guidelines by a cross-Government group, fully informed by gender considerations, and validated a multi-stakeholder ‘whole of society’ platform.

2. A Human Security approach to PVE is adopted through outreach at local level in 2 selected target areas, for replication elsewhere under provisions of a NAP. This aims to mainstream bottom-up
gender responsive responses to challenges, that are not purely hard security driven but that respond to locally identified drivers of conflict.

2) Objective of the Assignment

The consultant is expected to provide creative communication/media products to support the on-going project ‘Promoting a Human Security Approach to PVE in Thailand’ activities. He or She should be able to extract and create communication materials for each of the project’s activities with the aim to increase project visibility and to promote the project’s overall objective to the wider audience ranges.

3) Scope of Work

The selected communication consultant will undertake variety of tasks that include but not limited to the following:

1. Advise on communication plan throughout the project
2. Produce communication materials such as photograph, short-video, reels, infographics, etc.
3. Plan and design communication materials for all the agreed activities of the ‘Promoting a Human Security Approach to PVE in Thailand’ project.
4. Generate content for social medias
5. Produce advocacy media campaign using advertising platforms to promote the project objectives and activities
6. Perform other agreed tasks upon Project Manager request

4) Institutional Arrangements

The contractor will report to the UNDP Project Manager of Preventing Violence Extremism Project and work closely with the UNODC and UNDP Project’s Team in Thailand.

The UNDP Project Manager and other relevant colleagues will be responsible for supporting the contractor during the course of work and providing any information/documents as needed.

The vendor will abide with the UNDP copyright rules and regulations. Any/all material produced for UNDP (per request of UNDP and as such cannot be distributed or shared with any third party (media outlet, publishing agency, organization or person) except per specific request of UNDP and UNODC.

5) Duration of Assignment, Duty Station and Expected Places of Travel

Duration: 7 March 2022 – 31 December 2022

Working Days: 40 Days

Duty Station and Expected Place of Travel: Home-based with expected domestic travel to 4 regions in the North, Northeast, South and Central; expected travel to be 5 days per location (final locations will be agreed upon progressive workplan)
### 6) Outputs

<table>
<thead>
<tr>
<th>Activities</th>
<th>Expected Deliverables/Outputs</th>
<th>Tentative Timeline/Location</th>
<th>Duration to Complete</th>
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| **A)** Trainings and Dialogue for Government and Civil Society representatives | • Short video presentation (3-5 minutes) of the outlook of the activities to be shared on Facebook  
• Short reel video (15 seconds) for Instagram and Tiktok  
• Photographic images of the events to be shared across social media platforms (Facebook, Twitter, Instagram) | March - April 2022  
Travel to 3 provinces and within Bangkok | 23 working days  
By 29 April 2022 |
| **B)** Multi-stakeholders dialogue between government and civil society representatives | • Short video campaign (3-5 minutes) of the dialogue to be shared on Facebook  
• Short reel video (15 seconds) for Instagram and Tiktok  
• Photographic images of the event to be shared across social media platforms (Facebook, Twitter, Instagram) | April – June 2022  
Travel within Bangkok | 5 working days  
By 30 June 2022 |
| **C)** Workshop to design innovative Solution | • Short video presentation (3-5 minutes) of the workshop to be shared on Facebook  
• Short reel video (15 seconds) for Instagram and Tiktok  
• Photographic images of the event to be shared across social media platforms (Facebook, Twitter, Instagram) | June – September 2022  
Travel within Bangkok | 5 working days  
By 30 September 2022 |
| **D)** Overall Project Media materials | • Video presentation (15-30 mins) accumulating all activities from the project to provide the overall outcomes and achievements  
• Short reel video (15 seconds) on the achievement of this project  
• Photobook of the project progress/activities | November 2022 | 7 working days  
By 30 November 2022 |

### 7) Degree of Expertise and Qualifications

- Thai national
- Bachelor’s degree in communication arts, communication technologies, business administration or other related fields
- A minimum of 3 years of professional experience in content creation for public awareness raising and social cohesion
- Proven knowledge on the interventions to create public awareness through multiple on/offline platform
- A minimum of 2 years experiences to show ability in understanding the concept of inclusion and complexity of Human Security Approach
- Excellent knowledge of Microsoft Word, Microsoft Excel, Microsoft PowerPoint
Excellent written and oral communication skills; and - Good written and fluent spoken Thai and fair command in English

Core Competencies

- Strong Interpersonal skill and experience working with government is an asset
- Able to work and follow-up independently
- Ability to focus on variety of tasks within a deadline-driven environment
- Ability to communicate and work closely with a variety of people within a multicultural environment
- Take initiatives/self-starter and creative
- Ability to work under stress
- Strong work ethic and commitment
- Concise and analytical thinking
- Organized and resourceful
- Team player

8) Required Documents

Instructions to Applicants: Click on the "Apply now" button. Input your information in the appropriate Sections: personal information, language proficiency, education, resume and motivation. Upon completion of the first page, please hit "submit application" tab at the end of the page then the uploading option for the required document will be available.

Please group all your document into one (1) single PDF document as the application system only allows to upload maximum one document.

Interested candidates must submit the following documents/information to demonstrate their qualifications.

1. P11 / Personal CV, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;

2. Letter of Confirmation of Interest and Availability with Financial Proposal (in THB) using the template provided as Annex III

[Financial proposal: Consultant shall quote an all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided for the entire assignment. The term “all-inclusive” implies that all costs professional fees, communications, consumables, etc. and travel cost) that could be incurred by the IC in completing the assignment are already factored into the proposed fee 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.

3. **Proposed outline of methodology for conducting the assignment.**

**Failure to submit the above-mentioned documents or Incomplete proposals shall result in disqualification.**

**Please group all your document into one (1) single PDF document as the application system only allows to upload maximum one document.**

The short-listed candidates may be contacted, and the successful candidate will be notified.

9) **Criteria for Selection of the Best Offer**

Individual consultants will be evaluated based on the following methodology

**Technical Criteria for Evaluation (Maximum 70 points)**

Criteria 1: Relevance of Education – Max 10 points

Criteria 2: Relevance of experience in content creation - Max 15 Points

Criteria 3: Relevance of experience with Human Security Approach – Max 15 points

Criteria 4: Assessment of the proposed approach/methodology to assignment – Max 30 Points

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

10) **Payment Terms**

Consultant must send a financial proposal based on Lump Sum Amount. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fee, travel costs, living allowance (if any work is to be done outside the IC’s duty station) and any other applicable cost to be incurred by the IC in completing the assignment. The contract price will be fixed output-based price regardless of extension of the herein specified duration. Payments will be done upon completion of the deliverables/outputs and as per below percentages:

A) Deliverable of activity A as per ToR = 40% of total contract amount

B) Deliverable of activity B as per ToR = 15% of total contract amount

C) Deliverable of activity C as per ToR = 15% of total contract amount

D) Deliverable of activity D as per ToR = 30% of total contract amount