

## TERMS OF REFERENCE

### IC/PNG/035-2022 Knowledge Management and Communications Consultant

<b>Location:</b>	Home Based
<b>Type of contract:</b>	Individual Contract (IC)
<b>Post Level:</b>	International
<b>Project:</b>	To support UNCDF’s Support to Rural Enterprise Investment and Trade (STREIT), Rapid Finance Facility (RFF), Inclusive Digital Economy Accelerator (IDEA), Markets Economic Recovery and Inclusion (MERI)
<b>Languages Required:</b>	English
<b>Starting Date:</b>	20 <sup>th</sup> April 2022
<b>Duration of Initial Contract:</b>	120 working days over the period of 12 months

### 1. Project Background

UNCDF is the UN’s capital investment agency for the world’s 46 Least Developed Countries (LDC). UNCDF uses its capital mandate to support LDCs pursue inclusive growth. UNCDF promotes financial inclusion, also through digital financial services (DFS), as a key enabler of poverty reduction and inclusive growth; it demonstrates how localizing finance outside the capital cities can accelerate growth in local economies, promote sustainable and climate-resilient infrastructure development, and empower local communities. Using capital grants, loans and credit enhancements, UNCDF tests financial models in inclusive finance and local development finance; ‘de-risks’ the local investment space; and provides proofs of concept, paving the way for larger investors.

#### UNCDF’s digital interventions in Papua New Guinea

UNCDF launched its Inclusive Digital Economy Accelerator (IDEA) strategy in 2021, which focuses on creating an inclusive environment for the inception and scale of financial and digital inclusion solutions. UNCDF has been supporting digital financial service providers, banks, and other stakeholders in PNG to develop ecosystems, design and develop innovative solutions, products, and services that support Women’s Economic Empowerment (WEE).

UNCDF is part of the EU funded joint UN Support to Rural Enterprise Investment and Trade (STREIT) project in PNG and is responsible for the access to finance component under the project. The STREIT project aims to support vanilla, cocoa, and fisheries value chains through a range of inter-related inputs. As part of its inputs to the project UNCDF will scale up DFS eco-system in the project areas focused on supporting agri-value chains.

UNCDF PNG’s other multiple donors funded projects in the field include:

Markets, economic recovery, and inclusion program (MERI): Facilitates easier access to finance and affordable financing for women market vendors, using a portfolio guarantee mechanism. The program also includes capacity building; financial literacy, and business development skills trainings.

Rapid financing facility (RFF) aims to support women entrepreneurs by working with financial service providers to promote suitable and affordable financial products and services. Scaling up the DFS eco-system coupled with essential capacity building support leverages the opportunities brought by digital financial services in an evolving digital economy.

### 2. Objectives

Under the direct supervision of the Country Lead of UNCDF PNG, the consultant will:

- Lead the development and implementation of UNCDF PNG's country communication strategy
- Design communication and engagement materials to support UNCDF PNG's country programmes
- Provide broader support on media and resource mobilization, social media management and content curation
- Support the country team in the organization of meetings, workshops, conferences, and other events
- Development and production of knowledge management (KM) and communication assets
- Coordination and oversight of local communications staff who will manage local implementation

## **2. Scope of Consultancy**

### **Lead the development and implementation of UNCDF PNG's country communication strategies**

- Develop a concise communications strategy in consultation with the PNG Country Lead and project team
- Develop and maintain close working relations for communication related matters with programmes, country offices from UNCDF, UNDP and other UN agencies
- Maintain relationships with key stakeholders for the dissemination of programme related communications
- Liaise with the regional and HQ communications teams for approvals and support for implementation
- Re-package, write, edit, and commission information/stories/op-eds including those submitted by field staff and others for dissemination via UNCDF's, UNDP's and other channels to global audiences
- Develop UNCDF PNG country bulletins, media products, web content, brochures, presentations, and situational reports on a regular basis
- Maintain issue-based photo-library and information materials that reflect projects funded by donors
- Ensure the timely release of knowledge products compliant with UN editorial guidelines and UNCDF's branding guidelines

### **Design communication and engagement materials to support UNCDF's country programmes**

- Identify and draft content that can be disseminated to various stakeholders using various communication channels
- Ensure all materials prepared in line with UNDP/UNCDF editorial and social media guidelines
- Co-develop, as relevant, media tools, including audio-visual, photographic and printed materials, multimedia presentations, social media, videos, and press releases, to promote the visibility of the programmes
- Draft press releases, speaking notes, agendas, news items and other related content for distribution
- Produce monthly UNCDF PNG newsletter using mail chimp and support UNCDF's regional communications

### **Social media management and other content curation**

- Prepare engaging social media content from programme-related activities in consultation with staff, including write-ups, photos, videos, infographics, webinar tiles and more
- Coordinate social media activities with UNCDF headquarters, donors and partners
- Support the management of regional social media accounts ensuring posting regular new PNG content
- Expand UNCDF PNG's programme social media presence, and identify ways that reach can be extended

### **Provide broader support on media and resource mobilization to the team**

- Manage communication related consultants (ie. editors, videographers and graphic designers)
- Maintain an up to date database of partners, journalists and media organizations, respond to media enquiries (requests for interviews, statements) on deadline
- Support and provide capacity building to junior members of the team

### **Support the UNCDF PNG Country team in the organization of workshops, conferences and other events**

- Serve as the central focal point for any programme event
- During events, work closely with the event organizers and the event management agency to ensure smooth implementation, including protocols, participant travel (international and local), accommodation, official dinners and lunches, sessions, and field visits etc
- Provides communication support as need for conferences, public events on major issues and events concerning UNCDF
- Support the production of any knowledge products (signage - poster boards, name tags, folders and documents, post-conference video)

**Development and production of knowledge management and communication assets**

- Ensure the facilitation of knowledge management related to the project by widely sharing best practices, success stories, lessons learned and stakeholders’ contributions
- Regularly update knowledge management tools, track progress, and organize publication of communication assets
- Identify new areas and analyze existing KM support in programmes and country support activities
- Provide advice to UNCDF staff in integrating KM into their regional projects and country support activities, including CoP strategies, expert exchanges, communication.
- Report on developments, trends, and attitudes regarding the various programs
- Set up a PNG country activity tracker and knowledge management database to manage learning and communication assets from projects in the country
- Assist in preparation of communication budget

The consultant will agree on a list of required outputs (outputs/products, beyond the development of the communication strategy) to be delivered in consultation with the PNG Country Lead and project team. This will become the workplan for the consultant under the contract.

**1. Key deliverables and schedule of payment**

Payments will be made against the following reporting schedule:

Reporting period and critical milestones	Working days	Report due	Payment Percentage
<ul style="list-style-type: none"> <li>• Develop a concise, 10-page PNG country communications strategy/ presentation, in consultation with the project team, including timeline, workplan, and ground support anticipated</li> <li>• Set up a PNG country activity tracker and knowledge management database to manage learning and communication assets from all projects in the country</li> <li>• Identify new areas and analyze existing knowledge management support in programmes and country support activities</li> <li>• Produce and publish a monthly social media posts/impact stories on LinkedIn/ Twitter/ Facebook (1 page) across the various programs, with reference to the work plan</li> </ul>	30	29 <sup>th</sup> Jul 2022	25%
<ul style="list-style-type: none"> <li>• Coordinate the development of an event website that includes all information for participants planning to attend any UNCDF PNG events</li> <li>• Draft ToRs for any procurement related to communications that could be contracted to support event organisation etc</li> </ul>	30	31 <sup>st</sup> Oct 2022	25%

<ul style="list-style-type: none"> <li>Working with UNCDF partners/ donors/ stakeholders, develop a short video (3 minutes or less) with animations on topics including digital finance, financial inclusion and women empowerment</li> <li>Ensure timely release of knowledge products compliant with UN editorial guidelines on project completion reports linked to deliverables, lessons learned, challenges, best practices</li> <li>Establish (or build on existing) photo and public information material library and update guidelines on communications activities</li> </ul>			
<ul style="list-style-type: none"> <li>Codify information from monthly/ quarterly/ end of year qualitative reports received from project partners and produce knowledge products, (eg. Fact sheets, dashboards, articles, presentations etc.) document key project learnings, trends, feedback</li> <li>Organise investment committee meetings, draft agenda, log ongoing and upcoming events, monitor attendee invites</li> <li>Copyediting of communication materials prepared by the project team to be published online and in factsheets</li> <li>Refresh internal and external stakeholder lists, invite lists, contractors, media contacts, database management</li> <li>Produce and maintain a dashboard compiling the publications, news, press clippings, videos and events and maintain the analytics dashboard for publications</li> </ul>	30	31 <sup>st</sup> Jan 2023	25%
<ul style="list-style-type: none"> <li>Develop communications products such as infographics (5) and fact sheets (5) based on reports provided by the project team/partner reports and disseminate to relevant stakeholders</li> <li>Produce a technical deck that captures the implementation and insights from UNCDF PNG’s current programmes</li> <li>Identify best practices and lessons learned linked to communication and outreach activities of the UNCDF</li> <li>Organise consultations and thematic meetings, campaigns, events, trainings, workshops and knowledge products (when required).</li> </ul>	30	20 <sup>th</sup> Apr 2023	25%

**3. Working Arrangement**

Selected candidate will be part of the UNCDF PNG country team and will work closely with STREIT/ RFF/ MERI and any other UNCDF projects.

This is a remote-based assignment. The consultant will be expected to be available via zoom during PNG working hours. The consultant must be reasonably accessible by email and telephone (preferably mobile). The use of reliable, internet-based telecommunications application software (Zoom, MS Teams or equivalent) is required.

The consultant is expected to have their own equipment to perform the tasks above, such as laptop, design software for documents and infographics, camera and/or video equipment, as well as regular and stable internet connection.

**4. Required Experiences and Skills**

- Relevant educational qualification on communications, marketing, journalism, international relations, or related disciplines.
- Minimum 5 years’ experience working with governments, organizations and/or UN agencies on one or more of the following: marketing and communication, public relations or related fields.
- Experience in the providing long-term marketing and communication support
- Experience in gathering evidence (i.e through interviews or desk research) to understand user journey to digital and static communication products.
- Experience in using the social media platforms particularly Twitter, Facebook, LinkedIn, etc.

- Demonstrable experience in the developing videos, infographics, design layouts for publications, website design and producing communication strategies for organizations.
- Experience in conceptualizing and managing the production of printed materials, including detailed reports.
- Experience with managing websites
- Demonstrated experience of dealing with media
- Demonstrated experience in designing and implementing communication and/or media outreach plans in support of overall corporate goals, including preparing presentations.
- Demonstrated experience in developing content that clearly communicates development ideas and experiences for media, web, print production, and audio-visual productions.

**Competencies**

- Ability to work independently and to deliver high quality outputs with minimal supervision.
- Ability to revise and work with clients to deliver refined results.
- Excellent oral and writing communication skills in English.

**5. Evaluation**

Cumulative analysis

The proposals will be evaluated using the cumulative analysis method with 70% technical and 30% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract. Applications will be evaluated technically, and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below:

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

\* Technical Criteria weighting. 70%

\* Financial Criteria weighting. 30%

Only candidates obtaining a minimum of 49 points in the Technical Evaluation would be considered for the Financial Evaluation. Interviews may be conducted as part of the technical assessment for shortlisted proposals.

Criteria	Points	Percentage
<b>Technical criteria</b>		<b>70%</b>
i. Education		10%
• Relevant educational qualification on communications, marketing, journalism, international relations, or related disciplines.	10	
ii. Experience		40%
• Relevant experience at the national level in providing communication packages to promote activities of an international development organization. Professional experience in different media; newspapers, website, radio, television, social media platforms, (particularly Twitter, Facebook, LinkedIn) and experience in or knowledge of photographing, scripting, website management and development.	20	
• Experience in the providing long-term marketing and communication support to donor-funded projects and relevant work experience in engagement with development partners and local communities	10	
• Proven experience in the developing infographics, design layouts for publications, website design and producing communication strategies, video editing, animations	10	
• Technical proposal; Strategy for proposed methodology		20%

<b>Financial Criteria – Lowest Price</b>		<b>30%</b>
<b>Total</b>		<b>100%</b>

### Documents to be included when submitting Consultancy Proposals

The following documents may be requested:

- Duly executed **Letter of Confirmation of Interest and Availability** using the template provided by UNDP.
- P11 form** using template provided by UNDP which indicates all experience from similar projects, as well as the contact details (email and telephone number) with at least three (3) professional references.
- Technical proposal** outlining the proposed methodology and approach for completing all the tasks/ deliverables outlined in the TOR. Please include at least 3 examples of previous outputs developed for similar initiatives. You may share the valid links of your own completed works. Applicants to provide examples of previous publications/ videos/ press releases/social media articles/ op-eds etc
- 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 stipulate that arrangement at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

### Lump-sum contracts

The financial proposal shall specify a total lump-sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in instalments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump-sum amount (living expenses, and number of anticipated working days). Any travel will be paid separately and should not be included as part of the financial proposal

### Travel and Communication

**This is home based consultancy. The consultant may be required to travel into PNG (Port Moresby and or Wewak) for up to 20 days. In addition, there may be also unforeseen travel that will come up during the execution of the contract which will be agreed on an ad-hoc basis**

In the case of unforeseeable travel, travel costs, including tickets, lodging, and terminal expenses, should be agreed upon, between the respective business unit and Individual Consultant before travel and will be reimbursed.

### Submission Instructions

Completed proposals should be submitted to [procurement.png@undp.org](mailto:procurement.png@undp.org), no later than **12/04/2022 [PNG time]**. For any clarification regarding this assignment, please write to [procurement.pg@undp.org](mailto:procurement.pg@undp.org)

Please be guided by the instructions provided in this document above while preparing your submission.

Incomplete proposals and failure to comply with proposal submission instruction may not be considered or may result in disqualification of proposal.

UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.

**Note:**

**Applications without i) financial offer, ii) P11 form and iii) Documents mentioned under Technical Proposal will NOT be considered for evaluation.**

Financial proposal should be on provided format (i.e Annex 3- OFFEROR'S LETTER TO UNDP);  
Firms are not eligible for this consultancy assignment (open only for national individual consultants).  
Incomplete application will not be considered, it will be disqualified automatically.  
Please complete the Statement of Health form and submit along with proposal  
ANNEXES:

- ANNEX 1- TERMS OF REFERENCES (TOR)
- ANNEX 2 - INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS
- ANNEX 3- FINANCIAL PROPOSAL TEMPLATE
- ANNEX 4- STATEMENT OF HEALTH- INDIVIDUAL CONTRACTOR
- ANNEX 5 – P11 ICs FORM

**Interested individual consultants must submit the following documents/information to demonstrate their qualifications. Please group them into one (1) single PDF document as the application only allows to upload maximum one document**

**Approved by:**

Jagdeep Dahiya  
UNCDF Country Lead – PNG  
Date of Signing