



## TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF INDIVIDUAL CONSULTANT

### GENERAL INFORMATION

**Services/Work Description:** Communications and Visibility

**Project/Program Title:** Programme for Accelerated Community Development

**Duty Station:** Banjul

**Post Title:** National Consultant

**Consultant Level:** Level B (Specialist)

**Duration:** 130 Working days over 8 months, effective after the signature of the contract

**Expected Start Date:** Immediately after Concluding Contract Agreement

**Expected Places of Travel:** North Bank Region, Lower River Region, West Coast Region, Central River Region, and Upper Region

**Deadline for submission of offer:** 30 May 2022 to [bids.gm@undp.org](mailto:bids.gm@undp.org)

### I. BACKGROUND / PROJECT DESCRIPTION

The Programme for Accelerated Community Development aims to help improve rural access to basic social services through the development of socio-economic infrastructure. PACD is a model that provides a vehicle for a multi-sectoral approach to addressing poverty and inequality at the community level and will help the government to respond to social demands through a partnership with development partners to ensure accelerated, multi-pronged, participatory, and accountable delivery of services particularly to far-to-reach populations. The Programme for Accelerated Community Development (PACD) started in April 2020 by The Gambia government is bridging the rural-urban development gap by reaching out to hard-to-reach communities and providing access to basic social services such as potable drinking water, electricity, labour saving devices, and post-harvest processing equipment, exotic livestock breeds for milk production and construction of rural access roads. PACD is intervening in selected rural communities in all five (5) regions WCR, LRR, NBR, CRR, and URR targeting 89 Communities and 539,540 people in 38 Districts. The Pilot Phase ended in December 2021; however, the aim is to consolidate the results achieved and transit towards Phase II in 2022. The year 2022 is used as a bridging phase to complete and scale up some of the activities implemented during the pilot phase. To this end, the government of The Gambia is responding to the social demands through a partnership with UNDP to address the needs of vulnerable communities.

### II. OBJECTIVES OF THE CONSULTANCY

The Communications Consultant will provide support to the PACD Team and is responsible for developing and implementing the communication strategy and plans that increase the exposure of the PACD and participating donors to mobilize public, political, and donor support. He/she ensures strong visibility and positioning of the PACD among the news media by agreed and approved guidelines by the UNDP. He/she will also provide expert communications advice to the PACD team. He/she liaises with all stakeholders, the DSPD, on communications, messaging, and other operational issues.

### III. SCOPE OF THE WORK

Specific activities will include:

#### Strategic Communications

- Develop, review, and implement communications strategy & work-plan, campaigns, events, and other initiatives in support of the PACD
- Provide considered professional communications advice, editorial input, and guidance to support the PACD on an ongoing basis
- Ensure full compliance of communications activities with UNDP rules, regulations, communications, and visibility guidelines.
- Support the development of a Communications Strategy to be included in the formulation of a fully fledged PACD expansion

### **Technical Communications/development of knowledge & visibility products**

- Develop stories, research, write, edit, and publish compelling human-interest stories PACD that is clear, concise, vivid, and effectively convey key messages to target audiences to ensure frequent and regular news updates for the PACD including briefing notes, press releases, talking points, fact sheets, videos, social media outputs, etc.
- Work closely and support the PACD team to develop quarterly reports for dissemination to all Project Steering Members (PSC)
- Undertake and organize missions, video shoots, and field trips with major news media in support of the PACD and its work by a work plan as approved by the Programme Manager.
- Organize and participate in high-level visibility events that promote the work of the PACD and position it strategically by UNDP Communications and visibility guidelines, work plan as approved by the Programme Manager
- Proofread edit, format, design layout and ensure compliance with UNDP branding guidelines compliance for all PACD reports, visibility materials, and presentations for dissemination to all national relevant stakeholders

### **• III. EXPECTED OUTPUTS AND DELIVERABLES**

<b>No.</b>	<b>Deliverables / Outputs</b>	<b>Estimated Duration to Complete</b>	<b>Review and Approvals Required</b>
1	Development of Communications Strategy and Work Plan for PACD	30 Working days	UNDP Programme officer
2	Organization of a High-level visibility event that includes the media, donors, multilateral organizations, and the Government of The Gambia	20 Working days	UNDP Programme officer
3	Final report on the delivery and implementation of the visibility events, campaigns, and branding materials of PACD by the approved work plan	60 Working days	UNDP Programme officer
4.	Monthly Blog or stories of PACD	20 working days	UNDP Programme Officer

### **• IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS**

The IC will be home-based and will be expected to closely work with the Communication Officer and PACD Programme Manager to support the objectives of the assignment.

### **V. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC**

The Consultant will be responsible for providing her/his working station and all equipment necessary to conduct this assignment (i.e. laptop, internet, phone, scanner/printer, professional camera, etc.) and must

have access to a reliable internet connection. The consultant will be working and providing oversight of the work of the multimedia firm that will publish and print the communications products

## VI. DURATION OF THE WORK

The assignment period is for 130 working days spread across 8 months.

## VII. QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONSULTANT FIRM

### **Education:**

Advanced University Degree (Master's Degree or equivalent) in communications, media technology, public information, political or social science, international relations, development studies, or related field. A first-level university degree (Bachelor's degree) with a relevant combination of qualifying experience may be accepted instead of the Advanced University Degree requirement.

- Minimum of 5 years of working experience is required in media, journalism,
- or communications, or in closely related external relations contexts with UN or other international organizations.
- Strong communication and ICT skills, including full command of Microsoft applications (word, excel, PowerPoint, Canva, Sway) and common internet applications will be required
- Very good technical affinity for media contexts including knowledge of a wide range of social media, multimedia, web, and digital tools.
- Outstanding news writing, editing, and event planning skills.
- Advanced understanding of the country's media and communications environment.
- Experience in working in high-intensity work environments.
- Good understanding of the development knowledge products
- Ability to undertake travels within the other regions of The Gambia independently

## C. Language Requirements

Fluency in both written and oral English with excellent drafting/ writing ability and oral communication skills required.

### **Compliance with the UN Core Values:**

- 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
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

### **Functional Competencies:**

- Strong graphic design skills;
- Excellent organizational skills;
- Experience in producing corporate products;
- Understanding of UN, including UNDP, development issues, and UN reform;
- Knowledge of UN terms, language, and style;
- Demonstrated ability to meet deadlines and work under pressure.

## IX. CRITERIA FOR SELECTING THE BEST OFFER

Interested Consultants are expected to submit both Technical and Financial Proposals. Consultants must include a sample of the documents they have authored or co-authored and samples of products (communications strategy, blogs ***The sample written documents must be submitted in two***

**forms. The first is the draft document including comments made on the comment and a final document showing the changes that were made or accepted.**

Individual Consultants will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. The respective weight of the proposals is as follows:
  - Technical Criteria weight is **70%**
  - Financial Criteria weight is **30%**

**Selection Criteria:**

Criteria	Weight	Max.
<b>Point Technical Competence (based on CV, proposal &amp; Interview (if required))</b>	<b>70%</b>	<b>100</b>
• <b>Criteria a:</b> Minimum educational background		<b>10</b>
• <b>Criteria b:</b> Experience in similar projects and contracts		<b>30</b>
• <b>Criteria c:</b> Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization & completeness of the proposal		<b>40</b>
• <b>Criteria d:</b> Sample of Products shared (Writing Samples, Communications products developed		<b>20</b>
<b>Financial (Lower Offer/Offer *100)</b>	<b>30%</b>	<b>30</b>
<b>Total Score= Technical Score *70% + Financial Score * 30% =100%</b>		

**X. PAYMENT MILESTONES AND AUTHORITY**

The qualified consultant shall receive his/her service fees upon certification of the completed tasks satisfactorily, as per the following payment schedule:

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained	Percentage of Payment
1 <sup>st</sup> Installment	Development of Communications Strategy and Work Plan for PACD	DRR	20%
2 <sup>nd</sup> Installment	Organization of a High-level visibility event that includes the media, donors, and Government of The Gambia	DRR	40%
3 <sup>rd</sup> Installment	Final report on the delivery and implementation of the visibility events, campaigns and branding materials of PACD by the approved work plan	DRR	40%

**XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS**

- The Individual Consultant shall not either during the term or after the termination of the assignment,

## **United Nations Development Programme**

- disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests in all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.