

CONSULTANT PROCUREMENT NOTICE



Date 08 June 2022

Country: South Africa

Type of Contract: Consultant, Individual Contract

Description of the assignment: Web Designer for UNDP Africa Sustainable Finance Hub

Organisation: UNDP Africa Sustainable Finance Hub

Period of assignment/services (if applicable): 11 Months

Proposal should be submitted at the following by email to bid.pretoria@undp.org no later than **22nd June 2022**.

Any request for clarification must be sent by standard electronic communication to procurement.enquiries.za@undp.org. UNDP will respond by standard electronic mail and will send responses, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. BACKGROUND

UNDP's Africa Sustainable Finance Hub was created to deliver on UNDP's mandate and strategic approach for SDG financing in the Africa region and covers activities related to regional and country level support in financing the implementation of the National development priorities of African countries, aligned with the Sustainable Development Goals by 2030, the Africa Union Agenda 2063 and the Paris Agreement. The Africa Sustainable Finance Hub (ASFH) seeks to build a name as a knowledge broker in the area of SDG financing servicing both Regional Bureau Africa (RBA) and external partners. A core function of ASFH is supporting RBA country offices (COs) to build up expertise and knowledge regarding financing the SDGs. Through advisory services, technical assistance, knowledge brokering and capacity building, as well as south-south and triangular cooperation, the ASFH has continued to grow the Financing SDGs agenda. It has established a robust portfolio of regional and Country Office programmes, with a focus on Public finance for SDGs, Integrated National Financing Frameworks, Unlocking Private Capital for SDGs, SDG Impact Management and Finance Tracking, as well as South-South Cooperation. The ASFH also produces strategic knowledge products to inform country offices and our partner governments on relevant aspects of SDG Financing and providing thought leadership for our advisory services.

As part of the push towards building ASFH's profile and online presence, the Hub is developing a Knowledge, Learning and South-South Exchange Portal (KLSS) which will provide ASFH with a strategic and structured knowledge management and delivery mechanism tailored to the different COs, teams, and broader audiences that we serve. The KLSS Portal is aligned with our regional flagships and aims to bring together the hub's training and knowledge brokering initiatives under one roof on an ASFH website. This will help in communicating our offers to RBA COs as well as provide our country focal points and communities of practice a rich online repository to support programme implementation.

In this context, the ASFH requires a Web designer to design and establish a web portal for the ASFH.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The web designer and communication expert would be responsible for:

- Design the branding of the African Sustainable Finance Hub based on the current identity elements and the guidelines for content assets (templates for online and offline interactions, taglines, hashtag, messaging, visuals, etc.)
- Designing and Establishing the web portal/landing page for the ASFH including the digital content design of the KLSS platform,
- Edit and update of the content presented on website with inputs from all the ASFH technical teams
- Development of a Communications Plan for ASFH aligned with ASFH flagship services
- Create and maintenance of social media accounts (twitter, LinkedIn, Facebook, Instagram, YouTube) for ASFH and curate content reflecting key events and knowledge product launches etc.
- Undertake regular analysis of web visits, audience and promotional platforms for targeted outreach.
- Any other support as needed.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

1. Required skills and experience

- The consultant must have considerable experience in designing websites, communication materials, reports and managing social platforms.
- At least 5 years of relevant working experience in graphic design, with at least 3 of those years consisting of designing websites and managing websites and communication materials.
- Experience in working with UN agencies and/or other international organizations is desirable.
- Ability to work under pressure and meet strict deadlines.
- Ability to produce quality content.

Language:

- Excellent oral and written communication skills in English language
- Proficiency in French an added advantage

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Applicants are required to submit the following:

- i. **Letter of Confirmation of Interest and Availability** using the [template](#)¹ provided by UNDP;
- ii. **CV and a Personal History Form (P11 form)**²;
- iii. Brief description **of approach to work/technical proposal** of why the individual considers him/herself as the most suitable for the assignment, and a proposed methodology on how they will approach and complete the assignment;
- iv. **Financial Proposal** that indicates the all-inclusive fixed total contract price and all other travel related costs (such as flight ticket, per diem, etc), supported by a breakdown of costs, as per template attached to the [Letter of Confirmation of Interest template](#). If an applicant 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 applicant must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.
- v.

5. FINANCIAL PROPOSAL

- **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 installments 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 (including travel, per diems, and a number of anticipated working days).

6. EVALUATION

The following criteria will serve as basis for evaluating offers:

- Only those applications which are responsive and compliant will be evaluated.

¹<https://intranet.undp.org/unit/bom/psa/Support%20documents%20on%20IC%20Guidelines/Template%20for%20Confirmation%20of%20Interest%20and%20Submission%20of%20Financial%20Proposal.docx>

² http://www.undp.org/content/dam/undp/library/corporate/Careers/P11_Personal_history_form.doc

- The technical criteria (education, experience, language) will be worth a maximum 100 points with a weightage of 70%.
- Technical criteria for evaluation (**Max 100 points**).
- Criteria 1: Relevance in education background – **Max 40 points**.
- Criteria 2: Experience working on website design for an international organization – **Max 30 points**.
- Criteria 3: Experience in working with UNDP and familiarity with UNDP editorial guidelines and templates – **Max 20 points**.
- Criteria 4: Excellent English communications skills – **Max 10 points**.

Applications will be evaluated based on the lowest-priced **taking into consideration the combination of the applicants' qualifications and financial proposal.**

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 - Technical (70%)
 - Financial Evaluation (30%)
- The financial proposal shall specify an all-inclusive daily fee (including number of anticipated working days and all foreseeable expenses to carry out the assignment); and

ATTACHEMENTS TO THIS NOTICE:

- **TERMS OF REFERENCES (TOR)**
- **GENERAL TERMS AND CONDITIONS**
- **CONFIRMATION OF INTEREST AND SUBMISSION OF FINANCIAL PROPOSAL**
- **PERSONAL HISTORY FORM P11)**