INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 6 July 2022

Country: Remote assignment with potential mission to Egypt

Description of the assignment: Communication Specialist

Post Level: International Consultant

Period of assignment/services (if applicable): 6 months – Online with possible travel to Egypt

No. of working days: 90 Days

Proposal should be submitted by email to procurementnotice.egypt@undp.org no later than 20 July 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 Government of the Arab Republic of Egypt (GoE) will serve as the host of the 27th Conference of the Parties (CoP27) to the United Nations Framework Convention on Climate Change (UNFCCC). COP27 will take place from 7 to 18 November 2022 in Sharm El-Sheikh, Egypt. As the CoP27 President, at several forums throughout 2022, Egypt will bring together nearly 200 country parties in a neutral and conducive space to advance the international negotiations on climate change. Egypt is also expecting to submit a revised National Climate Change Strategy and Nationally Determined Contribution (NDC) in 2022.

GoE has sought the support of the United Nations Development Programme’s (UNDP) to increase the predictability and visibility of CoP 27, prepare negotiations, build momentum, and guarantee positive outcomes in collaboration with a wide range of both national and international stakeholders. The proposed activities will dovetail with UNFCCC Secretariat support and the coordinated offer by the United Nations system. In coordination with development partners, UNDP has established the project “Supporting CoP27 hosted in Egypt” including the following activities: i) Enhance GOE Capacities for COP27 delivery; ii) Support consultations; iii) Advance and showcase initiatives for climate action ahead and during COP; iv) ensure well organized/coordinated UNDP participation.
Since the projects anticipates several campaigns and events, communication will have a particularly strong role and will be integral part of the project implementation.

The Communication Specialist will ensure the communication components of the project are delivered effectively. The assignment will help project delivery is visible and on message in full coordination with UNDP regional and headquarters communication efforts and messages.

Under the overall guidance of the Resident Representative and direct supervision of the Head of Communication/Communication Analyst, with day-to-day coordination with the communication team and Climate Change Team Leader/Assistant Resident Representative, the Communication Specialist will be responsible for timely implementation of communication activities and alignment with UNDP communication at the regional and global level. The Communication Specialist will work in close collaboration with UNDP Regional Bureau for Arab States (RBAS), UNDP Headquarters, technical advisors and experts, communications focal points from other UN agencies and multi-lateral and bi-lateral donors ensuring successful project implementation.

In addition, the Communication Specialist will be required to mentor CO communication and other staff, share experiences and lessons from other context and other COs.

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

The Communication Specialist will be remotely with potential mission to Egypt during the CoP27, working closely with the UNDP Resident Representative, Deputy Resident Representative, Communication Analyst, Climate Change/Environment Programme Specialist, other Programme staff, and CO communication team. The Communication Specialist will provide support to boost visibility of CO activities and events in support of CoP27 with quality written materials, events and briefing and clear messaging through mass and social media and trough the following tasks:

**Event, Launches and campaigns and outreach**
- Support to CoP27 Presidency events and campaigns in connection with the project.
- Promotion and dissemination of corporate advocacy materials for launching flagship initiatives and publications in connection with the project.
- Promotion and maintenance of public information campaigns on UNDP activities in connection with the project.
- Development of communication materials, including briefing materials and press releases, for CO events in coordination with relevant staff members.
- Writing, editing and supervising translation of speeches and public statements for senior management and programme staff.
- Preparation and dissemination of project updates to donors, and other relevant partners to support projects.
- Dissemination of communication materials and media mobilization using relevant contacts in CO updated and populated contact database.
- Support to donor reporting requirements.

**Facilitates knowledge sharing for CO Staff and external groups**
- Identification and synthesis of best practices and lessons learned directly linked to project activities.
- Contributions to knowledge networks and communities of practice including corporate communications repositories.
- Provision of trainings for relevant UNDP staff on communications for development and professional growth through active learning.

**Management of digital media monitoring and public information**
- Identification of storylines for publications and articles contributing to building momentum to CoP27 and addressing problematic coverage.
- Technical supervision of translation/adaptation/rewriting of information received, and dissemination of press clippings and translated synopses to CO and to HQ.
- Compiling specialized media coverage press packages for projects/events as deemed necessary and planning dissemination to strategic target audiences.
- Timely and effective responses to inquiries to media as well as for public information materials.
- Arrange media briefings and explore means of outreach to international media.

The key results have an impact on the success of the UNDP support to Co27. In particular, the key results have an impact on the visibility of the project.

*Based on the above areas, the following deliverables are expected from the consultant:*

<table>
<thead>
<tr>
<th>Description of deliverables</th>
<th>Target delivery dates</th>
<th>Payment schedule</th>
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<tbody>
<tr>
<td><strong>Deliverable 1:</strong> Develop communications and outreach strategy and topline messages for the “Supporting CoP27 hosted in Egypt” project, including milestones and timings.</td>
<td>1 month after contract signature (14 w/days)</td>
<td>10%</td>
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<tr>
<td><strong>Deliverable 2:</strong> Detailed content and action plan for “Supporting CoP27 hosted in Egypt” project developed and presented in line with CO communications plan, including stories, best practices, and media materials.</td>
<td>2 months after contract signature (10 w/days)</td>
<td>20%</td>
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<td><strong>Deliverable 4:</strong> Development of “Supporting CoP27 hosted in Egypt” corporate materials including a brochure copywriting, Climate Finance chapter (proofreading and editing)</td>
<td>3 months after contract signature (14 w/days)</td>
<td>20%</td>
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<td><strong>Deliverable 5:</strong> Development and Implementation of UNDP supported initiatives communication plan</td>
<td>3 months after contract signature (10 w/days)</td>
<td>20%</td>
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<td><strong>Deliverable 6:</strong> Success stories of climate actions from the African and Arab regions developed (10 success stories)</td>
<td>3 months after contract signature (15 w/days)</td>
<td>10%</td>
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<td><strong>Deliverable 7:</strong> Develop media partnerships and organize side events in COP27: side</td>
<td>4 months after contract signature (17 w/days)</td>
<td>10%</td>
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events in COP27 to present success stories and proceed with media partnerships to ensure coverage and visibility

| Deliverable 8: Final report on the undertaken strategic communication and content management activities and recommendations developed and presented | 6 months after contract signature (10 w/days) | 10% |

Impact of Results and Critical Success Factors
Performance indicators for evaluation of results includes press coverage, social media KPIs, success of project campaigns, and number of events supporting initiatives for COP27.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:
Master's degree in communications development, media relations, journalism, publishing or related field.

II. Experience:
- 5 years of relevant experience at the national or international level in public relations, communications or advocacy.
- Previous experience with UNDP or international organization.
- Experience working as a journalist in media or international organizations.
- Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems.
- Experience in conceptualizing and managing the production of printed materials, including detailed reports, is an advantage.
- Experience in developing video and photographic materials in-house and in commissioning films is an advantage.
- Demonstrated experience in designing and implementing communication and/or media outreach plans in support of overall corporate goals is desirable; and
- Demonstrated experience in developing content that clearly communicates development ideas for media, web, print production, and audio-visual productions.
  - Fluency in English. Arabic is an advantage

III. Competencies:

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<thead>
<tr>
<th>Competencies</th>
<th>Description of Competency at Level</th>
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<tbody>
<tr>
<td>In this section list all 5 core competencies as well as the most relevant technical/function competencies the role will require along with the appropriate level. Primary competencies are those integral to the position and are the criteria by which a hiring decision would be made. Secondary competencies are necessary but are not critical to the role.</td>
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<tr>
<td>Core</td>
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<tr>
<td><strong>Innovation</strong></td>
<td>Level 5: Creates new and relevant ideas and leads others to implement them</td>
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</table>
| **Ability to make new and useful ideas work** | - Integrates diverse contributions to formulate coherent approaches  
                                         - Aligns innovation to service delivery components  
                                         - Manages prototype / pilot efforts and seeks feedback |

| **Leadership** | Level 5: Plans and acts transparently, actively works to removes barriers |
| **Ability to persuade others to follow** | - Creates awareness of substantive opportunities and risks among others  
                                         - Navigates complex circumstances thoughtfully and is solution-minded |

| **People Management** | Level 5: Models high professional standards and motivates excellence in others |
| **Ability to improve performance and satisfaction** | - Coaches team members to appropriately share knowledge across teams  
                                         - Addresses conflicts in a timely, sensitive manner; escalates to leadership when appropriate  
                                         - Recognizes members of the team for their efforts and successes  
                                         - Optimizes individual and team abilities |

| **Communication** | Level 5: Gains trust of peers, partners, clients by presenting complex concepts in practical terms to others |
| **Ability to listen, adapt, persuade and transform** | - Persuades others to embrace new ideas, even when controversial  
                                         - Empathizes with client perspectives and needs and communicates messages with the clients’ experiences in mind  
                                         - Creates opportunities for developing new client relationships |

| **Delivery** | Level 5: Critically assesses value and relevance of existing policy/practice and contributes to enhanced delivery of products, services, and innovative solutions |
| **Ability to get things done** | - Anticipates constraints and identifies solutions  
                                         - Expands capacity of team to deliver on time, on target, and within organizational standards |
| Technical competency: | ▪ Ensures high quality of work in terms of both substantive depth and adaptive relevance to client needs  
▪ Accepts responsibility for implementation / team deliverables / client satisfaction consistent with organizational standards  
▪ Exhibits thorough organizational awareness of UNDP’s approach to client service delivery and integrity and accountability  
▪ Exhibits sound judgment and the ability to make reasonable decisions in complex situations |
|----------------------|-------------------------------------------------------------------------------------------------|
| Technical competency: | Level 5: Originate  
Catalyzes new ideas, methods, and applications to pave a path for innovation and continuous improvement in professional area of expertise |
| Job Knowledge/Technical Expertise | □ Understands more advanced aspects of primary area of specialization as well as the fundamental concepts of related disciplines.  
□ Continues to seek new and improved methods and systems for accomplishing the work of the unit.  
□ Keeps abreast of new developments in area of professional discipline and job knowledge and seeks to develop him/herself professionally.  
□ Demonstrates comprehensive knowledge of information technology and applies it in work assignments.  
□ English writing and editing skills and a demonstrated ability to clearly communicate development ideas and experiences. |

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

   ▪ 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 number of anticipated working days).

- **Travel**
  All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.
  In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

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 of the points would be considered for the Financial Evaluation

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<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>Max. Point</th>
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<tbody>
<tr>
<td>Technical</td>
<td>70%</td>
<td>70</td>
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<tr>
<td>• Criteria A: Education and Background.</td>
<td>20%</td>
<td>10</td>
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<tr>
<td>• Criteria B: Relevant previous experience including international - Substantial knowledge and competencies</td>
<td>30%</td>
<td>20</td>
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<tr>
<td>• Criteria C: Proposed Methodology to conduct required tasks and</td>
<td>20%</td>
<td>40</td>
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<tr>
<td>achieve requested deliverables</td>
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<tr>
<td>Financial</td>
<td>30%</td>
<td>30</td>
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ANNEX

ANNEX - INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS