

Terms of Reference

Post Title: Communication and Partnership Specialist

Post Level: Individual Contract

Duty Station: Tokyo, Japan

Organizational Unit: BPPS/NCE/Climate Promise & Representation Office in Tokyo

Bureau: BPPS/NCE/BERA

Duration of assignment: From 29 Aug 2022 to 28 Aug 2023 (TBC)

Background:

Working in 170 countries and territories to eradicate poverty, reduce inequalities and exclusion, UNDP plays a critical role in helping countries/territories achieve the Sustainable Development Goals (SDGs). UNDP's 2022-2025 Strategic Plan emphasizes the critical links between environmental sustainability, climate change mitigation and adaptation, and broader efforts to achieve the goals of the 2030 Agenda and Paris Agreement. Climate change could drive an additional 100 million people into poverty by 2030. One of its key priorities for the next 10 years is to support countries/territories accelerate ambitious action on climate change.

Climate change is the single greatest challenge humanity has ever faced, threatening water and food security, health, livelihoods, and the safety of billions of people together with drastic negative impact on global ecosystem balance. UNDP's ambitious "Climate Promise" supports over 120 countries/territories to enhance their climate ambitions under the Paris Agreement, with focus on greater emissions reduction and resilience building. The next phase of the Climate Promise will focus on implementation of their national climate pledges, or Nationally Determined Contribution (NDC), while advancing advocacy on climate change, and long-term planning to ensure inclusive climate action at the speed and scale required to keep global temperature below 1.5°C. Achieving carbon neutrality in the second half of the century by all countries/territories is a crucial requirement set by the Paris Agreement to avoid the irreversible global climate change. UNDP is well positioned to enable such work through cooperation on HQ, Regional and Country Office (CO) levels, forming an interconnected system of knowledge exchange and expertise delivery enabling the cutting-edge climate policy advocacy, development, and implementation.

The Climate Promise provides direct financial and technical support to countries on NDC implementation in the context of national development priorities. As part of this portfolio initiative, a contribution from the Japan Supplementary Budget (JSB) of \$42M to COs and global team is expected. This contribution will provide financial and technical assistance to 23 countries/territories around the world and serve as the catalyst to showcase NDC implementation as part of the UNDP flagship initiative. The JSB component seeks to respond to the status and context of the country's NDC process and advance the implementation of the country's NDC measures and realisation of its targets under two key pillars: clean energy and net-zero pathways; and helping vulnerable and fragile settings to be more resilient to climate impacts. There is a strong demand for engagement of Japanese counterparts in this process, and improved visibility.

Specific Duties and Responsibilities:

The Specialist will be expected to lead the visibility efforts of Climate Promise JSB, create and curate content for Japan (which can also be used for global communication efforts), translate the global climate change and Climate Promise communications to the Japanese market, and strengthen media relations to expand reach and broaden engagement within Japan. The Specialist will also contribute to various aspects of a global communication campaign that amplifies Programme results to contribute to and enhance the objectives of the Climate Promise and the larger UNDP climate portfolio. The Specialist will also contribute to various aspects of a global communication campaign that amplifies Programme results to contribute to and enhance the objectives of the Climate Promise and the larger UNDP climate portfolio.

This consultant works under the direct supervision of the Tokyo Representation Office Deputy Director, in close collaboration with the JSB Global Coordinator and JSB Portfolio Coordination Specialist (JPO), Communications Specialist and Communications sub-team for global Climate Promise, as well as the other communications team members of Tokyo Representation Office. This includes supporting the Climate Promise JSB infrastructure (COs, regional, and global teams) as well as Climate Promise colleagues to deliver maximum visibility of the programme towards the Japanese market including through media, other social/multimedia outlets and public events cognisant of and balancing Japan visibility guidelines and Climate Promise visibility guidelines.

- 1. Draft and implement an annual communication and advocacy strategy for Climate Promise JSB**
 - Draft an annual communication and advocacy strategy with consideration to COP27, in order to ensure visibility of the project for the partners/stakeholders and general public audience in Japan;
 - Support the Climate Promise global team and Deputy Director of TRO in finalizing and operationalizing the strategy.
 - Participate in TRO Staff meeting to share updates of the activities and arrange ad-hoc meetings with members of Climate Promise global team on related subject.
- 2. Engage with Stakeholder Related Meetings and Events**
 - Arrange meetings with stakeholders including Government officials, other UN agencies, NGOs, academia, research institutions, private sector and civil societies, to promote the project. Take notes and contribute to reporting of the meetings.
 - Coordinate with above-mentioned stakeholders for better implementation of the projects including support for participation of UNDP staff to external events.
- 3. Plan and disseminate Climate Promise related information in Japan**
 - Create blog articles, short videos, social media messaging and other relevant outreach materials to ensure Project outreach to the Japanese stakeholders and the Japanese public .
 - Coordinate with Climate Promise global communication team to translate global and country level communication contents for the Japanese audience.
 - Provide support to the UNDP's high-level missions. Draft briefings, and arrange media interviews.
 - Provide overall logistical support to the missions, especially for briefings and setting media interviews
 - Develop and strengthen effective media relations. Pitch media interviews and . Provide briefing materials to the mission/delegation for media related occasions.
- 4. Other communication and partnership related support for Climate Promise team and Deputy Director TRO**

- Support the Deputy Director of TRO and the whole Climate Promise JSB infrastructure (global teams, Climate Promise communication team, regional and country offices) as well as Climate Promise communication colleagues to deliver maximum visibility of the programme towards the Japanese market.

Expected deliverables:

- Submission of the annual communication and advocacy plan to the Climate Promise global team, and its implementation;
- Successful organization of outreach events utilizing UNDP's high-level missions to Japan, in closely coordinated manner with stakeholders in Japan,
- Increased visibility efforts for the project and overall communication and advocacy on climate change in Japan throughout the year, especially around COP27,
- Conduct outreach activities of the project especially to the media, key ministries officials and other public stakeholders in Japan to report visibility of the project (weblinks to visibility products to be submitted to both the Climate Promise global and TRO Public Partnership teams),
- Participate and contribute to related meetings and other engagements with the Climate Promise global team and TRO Public Partnership Team.
- Submission of brief reports on the meetings with various stakeholders in view of reporting visibility activities of the project,

Required Qualifications and Experience:

Education

- Master's degree or equivalent in communications, journalism or other closely related field.
- Bachelor's degree with 2 years of relevant work experience will be given due consideration in lieu of Master's degree.

Work Experience and required skills

- Proven expertise strategized and implementing communication efforts in Japan, preferably with a global or regional scope,
- Demonstrated experience translating complex ideas in a concise and digestible manner,
- Demonstrated experience in maintaining good contacts with Japanese stakeholders including media to ensure further media coverage and visibility,
- Experience in working with a video production team (camera crew, video/web editors, etc.),
- Skills for drafting/translating text-based press releases and stories,

Desired skills in addition to work experience and required skills

- Demonstrated experience in dealing with relevant graphic design and publishing programmes, drafting, editing and layout of publications and content management for websites and social media is an advantage;
- Experience in working on social and environmental issues, especially climate change, is an advantage,
- Previous work experience with the United Nations or related organizations and familiarity with their brand identity requirements is an advantage;
- Experience in organizing and managing public events is an advantage;

Language

- Fluency in English and Japanese, with excellent oral and written communication skills. Fluency in any other UN language is an asset.

Proposal Requirements

The application must contain the following:

- Cover letter explaining the key assets that makes the candidate a perfect match for this assignment (in English and Japanese, A4 size 1 page each)
- Personal CV indicating all experience from similar projects, as well as the contact details (email and telephone number).
- The consultant must send a financial proposal based on Lump Sum Amount with detailed breakdown. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR. The contract amount will be fixed regardless of extension of the herein specified duration. Payments will be done four times upon completion of the deliverables 1), 2), 3) and 4).

| Milestone | Payment |
|--|--|
| 1) Deliverables as specified below by 30 September, 2022 <ul style="list-style-type: none"> • Submission of the annual communication and advocacy strategy for Climate Promise JSB • Submission of a brief report on the meetings with various stakeholders • Successful organization of the events related to UNDP's high-level missions • Share products and visibility efforts related to the project. | 25% of the contract amount upon satisfactory completion of the deliverable |
| <ul style="list-style-type: none"> • Deliverables as specified below by 15 November, 2022 • Conduct media outreach activities of the project especially to key ministries officials and other public stakeholders in Japan • Successful organization of the events connected with high-level missions from/to HQ • Submission of a brief report on the meetings with various stakeholders • Share products and visibility efforts, especially in relation to COP27, | 25% of the contract amount upon satisfactory completion of the deliverable |
| <ul style="list-style-type: none"> • Deliverables as specified below by 28 February, 2023 • Conduct outreach activities of the project especially to key ministries officials and other public stakeholders in Japan, share products and visibility efforts related to the project. • Successful organization of the events related to UNDP's high-level missions • Submission of a brief report on the meetings with various stakeholders • | 25% of the contract amount upon satisfactory completion of the deliverable |
| <ul style="list-style-type: none"> • Deliverables as specified below by 14 June, 2023 • Conduct media outreach activities of the project especially to key ministries officials and other public stakeholders in Japan, share products and visibility efforts related to the project. • Successful organization of the events related to UNDP's high-level missions • • Submission of a brief report on the meetings with various stakeholders | 25% of the contract amount upon satisfactory completion of the deliverable |

**Evaluation Cumulative
analysis**

The proposals will be evaluated using the cumulative analysis method with a split 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 to 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 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 technical assessment for shortlisted proposals.

The consultant will be evaluated against a combination of technical and financial criteria as follows:

Proposal Submission

Proposal should be submitted at the following address: by email to undptokyo.hr@undp.org no later than 23:59 p.m., 16 August 2022 (Japan Time).

| Criteria | Weight (%) | Max. Points |
|--|------------|-------------|
| Technical | 70 | 70 |
| Master's degree or equivalent in communications, journalism or other closely related field. | 10 | 10 |
| Proven track record working in communication roles. | 10 | 20 |
| Published written products such as blogs or articles demonstrating experience in written Japanese and English. | 20 | 20 |
| Fluency in written and spoken English and Japanese | 10 | 10 |
| Experience in working with a video production team | 20 | 20 |
| Financial -Lowest Price | 30 | 30 |
| Total | 100 | 100 |