Requisition Number: N/A

National or International consultant: National Consultant

Description of the assignment (Title of consultancy): Communications & Outreach Expert

Project Title: Energy & Environment

Period of assignment/services: 36 months with a maximum of 400 working days

Is this a LTA (yes/no): Yes

Terms of Reference

1. Background / Project Description

In line with the Country Programme Document and the UNDP Strategic Plan, the Lebanon Country Office works in three broad development contexts: eradicating poverty; structural transformations; and building resilience. The programme is driven by the Sustainable Development Goals while focusing also on the major development challenges facing Lebanon, particularly the Syrian refugee.

The Energy and Environment Programme is one of the areas of focus in UNDP Lebanon; currently implements numerous projects in Lebanon that range in thematic areas from climate change, biodiversity conservation, sustainable land management, institutional support to the Ministry of Environment, industrial depollution, decentralized renewable energy projects and solid waste management. The programme also works on the support of host-communities in response to the Syrian refugee crisis and is the Social and Environmental Safeguards focal point for the office; therefore, the team also ensures the integration of environmental best-practices into the overall implementation strategy of UNDP.

UNDP is seeking the services of a legal expert to support the various projects within the Energy and Environment Programme on a long-term basis on legal matters that relate to any of the topics mentioned above. More details about the exact scope of work are mentioned below.

2. Scope of work, responsibilities and description of the proposed analytical work

UNDP is seeking a national communication and outreach consultant (referred to as “Consultant” in the ToR) to support in the preparation, improvement and implementation of the communication plan under the overall guidance and supervision of the Project Managers of the projects. A summary of one of these projects related to energy, CEDRO 5, has a standard communication plan found in Annex 1 as an example.

The Consultant will support the Energy and Environment portfolio projects to achieve their objectives through raising awareness regarding the projects and engaging effectively with the projects partners,
the donors, and the hired consultants of the projects related communication activities, in addition to different commercial and industrial sector institutions, and other concerned stakeholders.

3. Expected Outputs and deliverables

The Communication and Outreach Consultant will be responsible for preparing the visibility plans and continuing the implementation of the existing strategy and implementation of visibility, media and communication activities within the projects in addition to reaching out to potential stakeholders, partners and audience targeted by the various projects tasks. A detailed description of various anticipated activities of CEDRO 5 are listed in Annex 2 as reference.

The Communication and Outreach Consultant will be the focal point for any media and communication activities within the project and will coordinate with the media and communication team of the UNDP Country Office and the donors as needed to ensure the proper implementation of visibility activities in line with the donors and UNDP Communication Guidelines (example: EU/UNDP Communication Guidelines: http://eeas.europa.eu/archives/delegations/rome/documents/eu_united_nations/ec_un_joint_visibility_guidelines_en.pdf).

The Consultant will have but will not be limited to the following responsibilities:

3.1 Delivery of specific outreach activities

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Description of the task</th>
<th>Estimated number of working days</th>
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<tbody>
<tr>
<td>Podcast series</td>
<td>lead the production, from development to execution, of the Energy Espresso Podcast Series (Season 2: <a href="https://www.cedro-undp.org/podcast">https://www.cedro-undp.org/podcast</a>). Responsible for the ideation and conception of design &amp; content connecting the overall brand to its prospective audience. Prepare a communication strategy to promote the podcast with various teams (social media, video, digital, marketing) to reach large audiences over the web, social media, and other platforms.</td>
<td>6 days/episode</td>
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<tr>
<td>Videos on implementation</td>
<td>lead on the production and development of videos (testimonials or other) of the implementations of the projects - e.g. <a href="https://www.cedro-undp.org/media/videos">https://www.cedro-undp.org/media/videos</a></td>
<td>2 days/video</td>
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<tr>
<td>Content creation</td>
<td>Content &amp; Design creation of key information, facts, and figures around different topics (e.g. <a href="https://www.cedro-undp.org/media/facts-sheet">https://www.cedro-undp.org/media/facts-sheet</a>)</td>
<td>1 day/deliverable</td>
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<tr>
<td>Create stories</td>
<td>Create new stories and updates to</td>
<td>1.5 days / deliverable</td>
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<tr>
<td>Activity</td>
<td>Description</td>
<td>Timeframe</td>
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<td>Create blogs</td>
<td>Create a blog section on the website as a visibility and awareness tool. In addition, the blog constitutes an element for stakeholders to go back to and a source of archiving of the evolution of the project’s work. The articles to be published on the UNDP Lebanon’s website (e.g. <a href="https://www.undp.org/lebanon/blogs">https://www.undp.org/lebanon/blogs</a>)</td>
<td>1.5 days / deliverable including site visits</td>
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<tr>
<td>Campaigns / Event</td>
<td>Prepare content and material for campaigns, events, webinar and/or other communication activity (invitation cards, press release, media advisory etc...)</td>
<td>2 days / campaign</td>
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<tr>
<td>Develop toolkits</td>
<td>Develop toolkits to publish on the website providing learning opportunities for the general public to enhance their knowledge of leading-edge research and practice about sustainable energy solutions and energy efficiency; and other subjects related to the projects</td>
<td>1 day / month</td>
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<tr>
<td>Reach out to the press</td>
<td>Reach out to the press (TV, Newspapers, and alternative media) for more visibility about the program.</td>
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<td>Develop a web series</td>
<td>Develop a web series “Ask me a question about Sustainable Energy” campaign to learn more about the concerns and interests of the targeted audience.</td>
<td>3 days / episode</td>
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<td>Prepare a series of interviews</td>
<td>Prepare a series of interviews for the team members on their roles in sustainable energy work, aiming to encourage youth to volunteer and/or get into the sustainable energy field.</td>
<td>1 day/deliverable</td>
</tr>
<tr>
<td>Develop a How-to YouTube tutorials Interview</td>
<td>Develop a How-to YouTube tutorials Interview or animation on various subjects on Renewable Energy and Energy Efficiency (How to clean solar panels, how to make the best use of batteries ...)</td>
<td>3 days / video</td>
</tr>
<tr>
<td>Coordinate with the consultants</td>
<td>Coordinate with the consultants hired by the donors for communication on climate change and energy-related</td>
<td>1 day / month</td>
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<td>Coordinate with projects' partners</td>
<td>Coordinate with projects’ partners (co-applicants) to include their campaigns into the overall strategy of the CEDROS5 project and ensure the mainstreaming of the messages.</td>
<td>1 day / month</td>
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### 3.2 Design and Dissemination of Outreach material

- Content marketing and drafting of content strategy to meet the project activities’ goal. Content includes but is not limited: website, brochures, publications, social media, etc...
- Update the project briefing and communication material including but not limited to project mission, partners’ profiles, call for stakeholders’ engagement, events and workshops, success stories, implementation impacts, etc...
- Populate website it with relevant information to increase traffic through showcasing ongoing efforts, results and impacts of the projects.
- Advise on a suitable communication process with the national media through developing and updating a media relations contact list/database and ensuring rapid and accurate information dissemination to the media and/or other appropriate audiences.
- Update/ create new content for banners, flyers, news articles, press releases, newsletters, and other media products as required for the projects.
- Advise the project team on all media related aspects.

### 3.3 Assistance with Visual Media

- Prepare the story-line and the shooting of short videos showing the implementation of activities undertaken by the project based on target audience and message;
- Regularly track the success of campaigns and convey results/lessons learnt to the team; further, propose corrective and additional solutions or measures for future activities.
- Oversight and assistance in creative, innovative and high-quality artworks, charts, info graphics, certificates, roll up banners, web banners, covers, CD packaging, professional presentations, in coordination with the project manager and the graphic designer;
- Follow up with UNDP on different social media platforms.
- Brand events and produce promotional material for social media and publications;
- Develop the content of graphic material for workshops and events including: invitations cards both for web and print, banners, presentations, signs etc.;
- The Consultant is to undertake any other related tasks as directed by the Project Manager.

### 4. Institutional arrangements

The Consultant will report directly to the Project Managers. He/She will work in coordination with the Project Management Unit (PMU) which currently consists of:
Project Management Unit

- Project Manager
- Senior Project officer
- Graphic designer and communication assistant

5. Duration of work

The contract will be valid on an LTA basis for 36 months with a maximum of 400 working days.

6. Duty station

The assignment requires deskwork, meetings, as well as coordination between the different related entities. The consultant is expected to perform his/her duties at the UNDP offices in Beirut if requested and/or at home office. Site visits will be conducted to interview beneficiaries and collect data. The Consultant will perform the needed using his/her own property and technology and will hold direct responsibility for the quality of delivered outputs.

7. Requirements for experience and qualifications

7.1 Academic Qualifications

Master’s degree in communication, journalism, public relations or other related field. Ph.D. degree is an asset.

7.2 Years of experience:

At least 10 years’ expertise in communication, journalism, public relations or related field.

7.3 Technical experience

- Experience in designing implementing and monitoring communication strategies at a national level; as well as scoping key messages and target audiences.
- Experience in working on sustainable development, environmental, energy or climate change projects.
- Experience and good network with national media and social media

7.4 Competencies

- Advanced writing and editing skills in both English and Arabic; French is an asset
- Computer literacy for Microsoft Office Package or equivalent
- Good knowledge and command of social media tools and platforms (Twitter, Facebook, etc.);
- Demonstrated skills in editing and writing news articles, press releases, success stories, newsletters, etc.
- Basic or intermediate knowledge of design applications such as Adobe or, In-Design, Photoshop.

8. Scope of Price Proposal and Schedule of Payments
Payment will be made against each requested and completed task and upon submission of certificate of payment based on working-days and submissions (tasks/deliverable, and payment request) shall be approved by the Project Manager.