



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 26 September 2022

Reference: LBN/CO/IC/246/22

Country: Lebanon

Description of the assignment: Provision of Individual National Consultant for Communications Strategy Consultant

Project Title: Addressing the Humanitarian and Development Impact posed by mines, cluster munitions & explosives remnants of war

Period of assignment/services: 50 working days for a duration of 9 months (39 weeks) from Contract signature

Proposals should be submitted online through the UNDP job site at <https://jobs.undp.org/> no later than; **11 October 2022 at 11:59 PM Beirut Local Time. Proposals will not be received through email.**

Any request for clarification must be sent in writing to the e-mail lb.bidding@undp.org The UNDP Procurement Unit will respond in writing 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

UNDP has been supporting the Lebanon mine action authority LMAC since February 2010. It has been working with the LMAC as National Mine Action Authority (NMAA) and other stakeholders to counter the threats of landmines and unexploded ordnance (UXO) in Lebanon. UNDP Lebanon aims to support the LMAC to be a national institution that effectively leads and manages mine action functions and responsibilities.

Based on the variety of projects Lebanon Mine Action Center is leading, and since LMAC is continuously evolving into a proficient, fully national owned and managed program, LMAC was chosen as a role model for mine action. One of the recent greatest achievement, and outstanding milestone is the declaration of the north governorate as the first governorate to be mine-free. Therefore, in order to showcase achievements and enhance the level of professionalism of LMAC's communication, a need was determined to enhance the in-house skills and experience of posting news on social media channels as well as other communication channels accordingly. Hence, the project desires to engage with a National

Communications Consultant to develop a communication strategy for LMAC, conduct a workshop training for LMAC Officers and other relevant stakeholders on how to create dynamic content and publish news on social media, draft press releases and newsletters, and how to choose the appropriate communication channel. This will be followed by a maintenance and support period to ensure proper implementation of the strategy and lessons learnt from the workshop.

This consultancy will provide communications support to the LMAC to strengthen the communication efforts of the institution related to Mine Action's core areas of work to potential partners and various stakeholders.

LMAC's communication team should benefit from this consultancy to become more effective, build the confidence and skills to manage all communication channels appropriately, select effective communication methods, reach a bigger audience, and develop a systematic approach to communication addressing victims, partners, stakeholders, NNGOs, INGOs, donors, and international organizations. As a result, the LMAC's team should be able to develop creative content for digital platforms to build awareness and engagement and achieve strategic priorities; produce regular analytic reports for web and social media, specific campaigns (4th of April, 3rd of December, Mine Action Forum etc..), monthly and yearly reporting, preparations of International meetings (CCM, APMBC, NDM etc..), using different tools and provide analysis of data to draw insights and recommendations.

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

Under the guidance of the Director of LMAC and working with the LMAC Officers and UNDP's project manager, the National Communication Consultant will develop a communication strategy and plan and train and provide support to LMAC to be able to develop LMAC's communications products and content, in order to promote LMAC's work and increase its visibility and deliver a range of communication and information products and services.

The consultant will engage in all LMAC activities (EORE, MVA, clearance, advocacy, IMSMA Core, Publications...)

In order to achieve that, she/he will undertake the following tasks and activities:

a) Discussions with LMAC officers and collection of information

The consultant should collect information from LMAC's director and officers concerning their most important concerns and objectives in order to be aligned with the LMAC strategy and needs.

It is very important to understand the rules and regulations of the LMAC and make sure to abide by them while considering the communications channel options to be valid since there are some restrictions on this issue.

b) Provide a guide / workplan

Prepare a guide in English language to embed and describe all relevant information to be used as a reference for the LMAC users during the workshop and in the future.

An updated version of the guide is needed after the workshop that will include any relevant amendment identified during discussions.

c) Workshop/Training aiming to create a cohesive Strategic Communication plan and Content Writing skills

The consultant should conduct a 3-days training based on the information collected from LMAC's meetings.

The workshop TOPICS are:

1- Understanding the beneficiaries

- Identify the key target audiences and develop key messages and determine how success will be measured by tackling the following:
- Identify the Audience: To WHOM do we need to communicate? ...
- Determine Goals and Objectives: WHY communicate? ...
- Develop Key Messages: WHAT do we need to communicate? ...
- Develop Tactical Plan: HOW will we communicate, to whom, and when?

2- Training in Selecting communication methods

Understand the four main types of communication: Verbal, non-verbal, written, and visual. The consultant should present, discuss recommendations, and accentuate the differences between them in order to identify which type to choose to improve LMAC's own communication and make sure that they are promoting effective communication skills.

i. Training on Social Media channels

The consultant should recommend how to:

- Manage the strategic growth of local and global audiences through social media and other digital channels
- Continually optimize LMAC visibility on social media channels
- Contribute to the digital editorial and creative process
- Measure web and social media performance
- Ensure the healthy functioning of LMAC's digital communications ecosystem

ii. Developing a communication strategy that includes an implementation plan

The action plan should encompass recommendations on how to:

- Write web content for the LMAC's online presence including website and regular updating.
- Write human stories, impact stories, and photo stories to highlight the impact and good practices generated under the LMAC-supported projects and initiatives both for projects and for regular work.
- Write articles, blog posts, press releases, and social media packs as and when required.
- Support to 2 or 3 social media campaigns for the Development Cooperation projects (will be identified in collaboration with the director of LMAC).

d) Follow up on the activities and maintenance/support

The consultant should maintain the job-shadowing and mentorship to the LMAC's team to ensure the proper implementation of the communication strategy and to guide them in the following activities when and if needed:

- Research, edit, write and develop high-impact social media content including copy, graphics, videos, and other multimedia formats that effectively inform and engage external audiences and donors and support campaigns
- Maintain, monitor, and engage with selected social media and website platforms
- Develop, implement, and evaluate social media plans for major communication projects and campaigns as set forth by the LMAC's senior management team
- Ensure the proper and selective use of social media for audience development

- Research and identify new platforms, best practices, and trends in social media
- Research, produce (in coordination with the LMAC team), and prepare a monthly newsletter promoting LMAC's work
- Seek opportunities and partnerships to promote LMAC and its priorities through social media
- Recommend and deploy social media tools for strategic and efficient planning and management
- Use social media listening tools to drive insights and suggestions for LMAC's social media and digital platforms

For additional information, please refer to ANNEX I – Terms of Reference

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

The Individual Consultant should possess the following minimum qualifications:

Academic Qualifications:

- At least Master's degree in, marketing and communications, digital communications, branding, or any related field.

Experience:

- A minimum of 7 years' experience required in the field of communications, digital communications, media, marketing, or another relevant field.
- A minimum of 2 years' experience as demonstrated track record of results-based strategic planning, digital analytics, and implementation of digital campaigns for efficient management of digital communication is required.
- Experience in working with public institutions or sub-national institutions is a plus

Core Competencies:

- Innovation: Ability to make new and useful ideas work
- Communication: Ability to listen, adapt, persuade, and transform
- Delivery: Ability to get things done, ability to multi-task, and ability to prioritize
- Previous experience with donors

Technical/Functional:

- Digital Communications: Knowledge of popular digital platforms (e.g.: Facebook, Twitter, LinkedIn), modalities and techniques in web, social media, and mobile communications
- Strategic Planning: Ability to make decisions that align with strategy, vision, and mission
- Excellent written communication skills
- Excellent analytical skills
- Good command in English and Arabic languages
- Good report writing skills
- Demonstrate strong creative idea/concept and reporting skills.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

(I). Technical **Proposal**:

- (i) **Letter to UNDP Confirming Interest and Availability for the Individual Contractor (IC) Assignment**
- (ii) **Explaining why** you are the most suitable for the work
- (iii) P11 (Personal History Form) including past experience in **similar projects** and at least **3 references**, mentioning the **references' e-mails addresses**.

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. The payments will be monthly lump-sum issued based on completion and approval of each deliverable

Deliverables/ Outputs	Estimated Duration to Complete	Target Due Dates	Percentage of Payment per Deliverable/s	Review and Approvals Required
Deliverable 1: Inception report including Work plan and work methodology submitted	2 days	1 week from the contract signature	44% of the total contract amount	Project Manager
Deliverable 2: Provision of a training guide	5 days	3 weeks from the contract signature		
Deliverable 3: Conducted workshop, with agreement on how communication topics should be addressed; present and discuss a plan of action.	3 days	4 weeks from the contract signature		
Deliverable 4: Development of a Strategy	10 days	8 weeks from the contract signature		
Deliverable 5: Detailed Action Plan and updated training guide customized as per the LMAC needs	2 days	9 weeks from the contract signature		
Deliverable 6: Maintenance and support	28 days	39 weeks from the contract signature	56% of the total contract amount	

In order to assist the requesting unit in the comparison of financial proposals, **the financial proposal shall include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days).**

The financial proposal shall be presented using the enclosed format of Appendix a - Annex III.

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. Duty station

The National Consultant will report to work at LMAC Fayadieh, Mount Lebanon.

7. 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 technical score of 70 points would be considered for the Financial Evaluation.

Criteria	Weight	Max. Point
<u>Technical Competence</u>	70%	100
At minimum Master’s degree, marketing and communications, digital communications, branding, or any related field. Less than Master’s: 0 points Master and above: 20 points		20
A minimum of 7 years of work experience in the field of communications, digital communications, media, marketing, or another relevant field. Less than 7 years of experience = 0 points Between 7 and 10 Years of experience = 21 points 11 years and above of experience = 30 points		30

<p>A minimum of 2 years' experience of demonstrated track record of results-based strategic planning, digital analytics, and implementation of digital campaigns for efficient management of digital communication</p> <p>Less than 2 years of experience = 0 points 2 Years of experience = 21 points 3 years and above of experience = 30 points</p>		30
<p>Good command in Arabic, and English: Good command of English: 10 points No good command of English: 0 points Good command of Arabic: 10 points No good command of Arabic: 0 points</p>		20
<p><i>Financial (Lower Offer/Offer*100)</i></p>	<u>30%</u>	100
<p><u>Total Score</u></p>	Technical Score * 0.7 + Financial Score * 0.3	

How to apply:

The consultancy is open for all national consultants who meet the selection criteria and propose a competitive fee. Interested consultants are requested to apply only through this UNDP jobs portal <https://jobs.undp.org/>.

Submissions through any other media will not be considered.

The application must include all of the following documents:

- P11,
- Annex 3 (Offerors Letter) and
- Financial proposal

All files shall be submitted in one single document and uploaded as word or PDF file to the UNDP job site.

It has been observed that bidders don't submit all requested documents and thus reducing their chance to be selected for a contract with UNDP. Before you submit your offer please revise that the application is complete and comprises all Three (3) documents.

Incomplete applications will not be considered.

ANNEXES

ANNEX I - TERMS OF REFERENCE (TOR)

ANNEX II - INDIVIDUAL CONSULTANT CONTRACT AND GENERAL TERMS AND CONDITIONS

ANNEX III - OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT

ANNEX III

OFFEROR'S LETTER TO UNDP
CONFIRMING INTEREST AND AVAILABILITY
FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT

Date _____

Melanie Hauenstein
Resident Representative
United Nations Development Programme

Dear Sir/Madam:

I hereby declare that:

- a) I have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities of a **Provision of Individual National Consultant for Communications Strategy Consultant**.
- b) I have also read, understood and hereby accept UNDP's General Conditions of Contract for the Services of the Individual Contractors;
- c) I hereby propose my services and I confirm my interest in performing the assignment through the submission of my CV or Personal History Form (P11) which I have duly signed and attached hereto as Annex 1;
- d) In compliance with the requirements of the Terms of Reference, I hereby confirm that I am available for the entire duration of the assignment, and I shall perform the services in the manner described in my proposed approach/methodology which I have attached hereto as Annex 3;
- e) I hereby propose to complete the services based on the following payment rate: *[pls. check the box corresponding to the preferred option]*:

 A total lump sum of _____ *[state amount in words and in numbers, indicating exact currency]*, payable in the manner described in the Terms of Reference.
- f) For your evaluation, the breakdown of the abovementioned **all-inclusive amount** is attached hereto as Appendix a;
- g) I recognize that the payment of the abovementioned amounts due to me shall be based on my delivery of outputs within the timeframe specified in the TOR, which shall be subject to UNDP's review, acceptance and payment certification procedures;

- h) This offer shall remain valid for a total period of 90 days after the submission deadline;
- i) I confirm that I have no first degree relative (mother, father, son, daughter, spouse/partner, brother or sister) currently employed with any UN agency or office *[disclose the name of the relative, the UN office employing the relative, and the relationship if, any such relationship exists];*
- j) If I am selected for this assignment, I shall *[pls. check the appropriate box]:*
- Sign an Individual Contract with UNDP;
 - Request my employer *[state name of company/organization/institution]* to sign with UNDP a Reimbursable Loan Agreement (RLA), for and on my behalf. The contact person and details of my employer for this purpose are as follows:
-

k) I hereby confirm that *[check all that applies]:*

- At the time of this submission, I have no active Individual Contract or any form of engagement with any Business Unit of UNDP;
- I am currently engaged with UNDP and/or other entities for the following work :

Assignment	Contract Type	UNDP Business Unit / Name of Institution/Company	Contract Duration	Contract Amount

- I am also anticipating conclusion of the following work from UNDP and/or other entities for which I have submitted a proposal :

Assignment	Contract Type	Name of Institution/ Company	Contract Duration	Contract Amount

- l) I fully understand and recognize that UNDP is not bound to accept this proposal, and I also understand and accept that I shall bear all costs associated with its preparation and submission and that UNDP will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

- m) ***If you are a former staff member of the United Nations recently separated, pls. add this section to your letter:*** I hereby confirm that I have complied with the minimum break in service required before I can be eligible for an Individual Contract.
- n) I also fully understand that, if I am engaged as an Individual Contractor, I have no expectations nor entitlements whatsoever to be re-instated or re-employed as a staff member.
- o) UNDP is committed to provide security measures for all Contractors and to address the issue of Harassment, Sexual Harassment, Discrimination, and Abuse of Authority.
- Therefore, I confirm that if I am engaged as an Individual Contractor, before signing the contract, I will have to pass the online BSAFE training course (ca. 2 hrs) and the online training course (ca. 90 min) on prevention of sexual exploitation and abuse (PSEA) that can be accessed through the UNICEF leaning platform at <https://agora.unicef.org/login/signup.php>

Full Name and Signature:

Date Signed:

Annexes *[pls. check all that applies]:*

- Duly signed P11 Form, in addition to at least 3 References' e-mails addresses
- Breakdown of Costs Supporting the Final All-Inclusive Price as per Template
- Brief Description of Approach to Work (if required by the TOR)

APPENDIX a

**BREAKDOWN OF COSTS
SUPPORTING THE ALL-INCLUSIVE FINANCIAL PROPOSAL**

A. Breakdown of Cost by Components:

Cost Components	Unit Cost	Estimated Working days	Total Amount in USD
I. Personnel Costs			
Professional Fees		50 working days	
Life Insurance			
Medical Insurance			
Communications			
Land Transportation			
Others (pls. specify)			
II. Travel Expenses to Join duty station			
Round Trip Airfares to and from duty station			
Living Allowance			
Travel Insurance			
Terminal Expenses			
Others (pls. specify)			
III. Duty Travel			
Round Trip Airfares			
Living Allowance			
Travel Insurance			
Terminal Expenses			
Others (pls. specify)			

B. Breakdown of Cost by Deliverables

Please fill the below schedule of payment:

Deliverables/ Outputs	Estimated working days	Amount to be paid to the individual in USD
1 st payment	22 days	
2 nd payment	28 days	

Full Name and Signature:

Date Signed:
