



TERMS OF REFERENCE



Consultancy to Build Capacity for Public Relations in Lesotho's Security Sector

Type of Contract	Individual Consultant
Duty Station	Maseru, Lesotho
Duration of Initial Contract:	40 consultancy days

A. Summary

1. In furtherance of the Lesotho / UN *National Security Sector Reforms for Peacebuilding Project* (NSSRPP) Outcome 4, *enhanced government and state security institutions engagement with society, and citizen participation in SSR*, UNDP seeks a communication expert on behalf of Lesotho's National Reforms Transitional Office (NRTTO) or its successor for 40 working days to:

- a. organise and conduct Security Sector Reform (SSR) public relations engagement and training workshop(s), and
- b. support the development of national SSR communications material.

B. Context

2. Following the *National Multi-Stakeholder National Dialogue Plenary II* in November 2019, Lesotho committed to wide ranging national reforms including in the security sector. Amongst the reforms, "*public outreach, citizen engagement strategies [and] institutional capacity building for communication of sensitive issues, rumour management and public dialogue for good governance, conflict prevention and management*" were envisaged. The NSSRPP picked up on these issues and pledged support to them through Outcome 4 of the Project.

C. Background

3. Lesotho's security sector (Lesotho Correctional Service, Lesotho Defence Force, Lesotho Mounted Police Service and National Security Service) is currently characterized by, among other things, mistrust based on public perceptions about the sector, reforms to it, overlapping or conflicting mandates, a lack of coordination between agencies, and repeated allegations of politicization, nepotism and human rights abuses. This undermines public trust and demoralizes the members of these organisations. Some of this mistrust is based on **a lack of**

information about the sector and reforms to it and limited opportunities for robust public dialogue with the security agencies.

D. Challenges

4. Challenges to public outreach and citizen engagement on proposed SSR in Lesotho include the lack of communication strategies, technical skills or capacity. Institutional obstacles such as the political sensitivities of the reforms, differences of opinion on the nature and leadership of those reforms, and a reluctance to engage with the population for fear of difficult or embarrassing exchanges are also a challenge.

E. Scope of the proposal

5. This proposal seeks to:
- a. build institutional capacity for public and media relations; and
 - b. support the design, development and production of information, education and communication materials on implementation of SSR.

F. Expected Outputs and Deliverables

6. To support the aforementioned scope, an expert on institutional communications and public relations is required. In consultation with the NRTD and UNDP, the expert will be required to:
- a. write an inception report including methodology and workplan,
 - b. develop the Communications Strategy for the security sector reforms project,
 - c. organise (including logistic arrangements) and conduct training sessions for selected representatives of security sector institutions and agencies on the subject of public and media relations,
 - d. assist the NRTD and selected security sector institutions and agencies to develop communication materials on the sector and Lesotho's reforms to it, and
 - e. assess the impact of activities b. and c.

The **planned schedule** of outputs and payment apportionment is as follows:

Outputs	Duration (days)	% Payment	Responsible for review
1. Inception report	2	30%	NRTO / UNDP
2. Communications Strategy	8		
3. Training (6 x 2 days + 2 day of preparation)	14	40%	NRTO / UNDP
4. Development of communication materials	13		
5. Final report and impact assessment	3	30%	
Total	40	100%	

G. Institutional Arrangements

7. The expert is responsible to the Deputy CEO of the NRTO and the UNDP Lesotho SSR Expert for consultations on delivering the expected outputs.

8. The Consultant will prepare and submit reports by email. And provide face-to-face briefings on each deliverable. At least five days lead time must be allowed for review and feedback on these reports.

9. Both in-person and virtual tools may be used for stakeholder engagement and collection of information.

10. Payments will be processed based on approved and certified milestones.

11. The consultant should have his / her own computer, access to internet and other logistical arrangements as necessary to complete the assignment.

H. Duration of the Work and Duty Station

12. The assignment will require a maximum of 40 working days. The consultancy is expected to start in November 2022 and finish by 30 February 2023.

I. Qualifications and Experience

13. Qualifications:

Education:

- Advanced university degree (master's degree) or equivalent in subjects related to media, journalism, or public relations. A specialization or other qualifications related to peace, security sector or conflict studies is advantageous.

14. Language:

- Excellent written and spoken English is essential and Sesotho is highly desirable.

15. Professional Experience:

- A minimum of five years of demonstrable experience in institutional communications, public and media relations is required, preferably related to the security sector.
- Documented experience through samples of previous work in the development and design of information, education and communication materials is required, preferably related to the security sector.
- Experience in providing media and communication support at the strategic level in a multi-lateral setting is highly desirable.
- Proven capacity to engage with national and international stakeholders at a senior level is highly desirable.
- Experience in Africa, and Lesotho in particular, is highly desirable.

16. Competencies:

1. Excellent writing and communication skills are essential.
2. Strong organizational skills.
3. Ability to work independently and produce high quality outputs.
4. Sound judgment, strategic thinking and the ability to manage competing priorities.
5. Ability to meet deadlines and work under pressure.
6. Flexibility and responsiveness to change or feedback.
7. Cultural, gender, religion, race, nationality and age sensitivity and adaptability.
8. Good teamwork.
9. Focused and results oriented.

J. Scope of Bid Price and Schedule of Payments

17. Bidder's financial proposals must address both the expected outputs and deliverables listed in Section F., above, and the logistics and materials required to deliver them (for example venues, printing of training materials, development of communication materials). The proposal should be presented as a lump sum amount representative of payments closely linked to the deliverables and supporting resources. The contract price is fixed regardless of changes in the cost of components.

K. Recommended Presentation of Proposal

- [Letter of Confirmation of Interest and Availability](#) using the template provided by UNDP.
- **Personal CV** or [P11 Personal History Form](#), indicating all experience from similar projects, as well as the contact details (email and telephone number) of the candidate and at least three professional references.
- **Brief description** of why the individual considers herself or himself the most suitable for the assignment
- **Methodology / workplan** on how they will approach and complete the assignment and

a **financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per the template provided.

- **Sample of work or research** related to the scope of work described in Section E.

L. Criteria for selection of the best offer

18. The successful consultant will be selected based on a combined scoring method, below:

Criteria for technical evaluation	%
Qualification and experience as outlined in Section I above:	
• Education (master's degree 15%, 10% for other relevant academic qualifications)	15
• Language (English 7%, Sesotho 3%)	10
• Public media relations experience in:	
○ institutional communications, public and media relations (five years) (10%, 15% if related to the security sector),	15
○ the development and design of information, education and communication materials (7%, 10% if related to the security sector), and	10
○ providing media and communication support at the strategic level (10%, 15% if in a multi-lateral setting).	15
• Experience in Africa (5%) and Lesotho (5%)	10
• Excellent writing and communication skills	5
Methodology and workplan	20
Total	100

M. Annexes to the TOR

- Letter of confirmation interest and availability template
- Financial proposal template
- P11 template

N. Submissions

19. Interested offerors may submit their applications electronically through the QUANTUM System under the subject line ***“Consultancy to Build Capacity for Public Relations in Lesotho’s Security Sector”***

O. Approval

This TOR is approved by:

Mr. Benedict Khathibe

Deputy CEO

National Reforms Transitional Office Lesotho

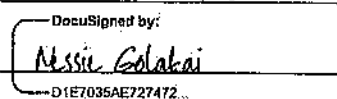
Signature: 

Date: 05-10-2022

Ms. Nessie Golakai-Gould

Deputy Resident Representative

UNDP Lesotho

Signature: 
DocuSigned by:
Nessie Golakai
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Date: 05-Oct-2022