

Terms of reference



GENERAL INFORMATION

Title: Multimedia Support Specialist

Project Name : UNCG

Reports to: UNIC Director and UNIC National Information Officer

Duty Station: Jakarta

Expected Places of Travel (if applicable): N/A

Duration of Assignment: 154 working days within 8 months

REQUIRED DOCUMENT FROM HIRING UNIT

<input checked="" type="checkbox"/>	TERMS OF REFERENCE
<input type="checkbox"/>	CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT , please select : (1) Junior Consultant (2) Support Consultant (3) Support Specialist (4) Senior Specialist (5) Expert/ Advisor
<input type="checkbox"/>	CATEGORY OF INTERNATIONAL CONSULTANT , please select : (6) Junior Specialist (7) Specialist (8) Senior Specialist
<input type="checkbox"/>	APPROVED e-requisition

REQUIRED DOCUMENTATION FROM CONSULTANT

<input checked="" type="checkbox"/>	P11 or CV with three referees
<input checked="" type="checkbox"/>	Copy of education certificate
<input checked="" type="checkbox"/>	Completed financial proposal
<input checked="" type="checkbox"/>	Completed technical proposal (if applicable)

Need for presence of IC consultant in office:

☐ partial (explain)

☐ intermittent (explain)

☒ full time/office based (needs justification from the Requesting Unit)

Provision of Support Services:

Office space:

☐ Yes

☐ No

Equipment (laptop etc):

☐ Yes

☐ No

Secretarial Services

☐ Yes

☐ No

If yes has been checked, indicate here who will be responsible for providing the support services: < Enter name >

I. BACKGROUND

On 25 September 2015, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development were adopted by the world leaders at a historic UN Summit and came into force on 1 January 2016. Over the next few years with these new Goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.

Under the leadership of the UN Resident Coordinator, the UN Country Team (UNCT) in Indonesia (23 Agencies, Funds and Programmes and Non Resident Agencies with more than 1,000 personnel) currently provides policy advice, technical support and knowledge sharing on a host of development priorities, outlined in the current UN 5-year Cooperation Framework in Indonesia (UN Sustainable Development Cooperation Framework / UNSDCF) 2021–2025 synchronised with the national mid-term development plan (RPJMN). The UNSDCF includes ongoing support of multi-stakeholder responses for COVID-19 pandemic in Indonesia to recover better with leaving no one behind.

In view of elevating public awareness of the UN's work in the country in supporting the Government of Indonesia to recover better – while leaving no one behind, the UN in Indonesia through its UN Communications Group/UNCG (forum of communicators of UN agencies present in the country) wishes to engage a proficient Multimedia Support Specialist (Consultant). The incumbent shall be responsible to develop and implement UNCT's communications and outreach plan in response to the COVID-19 response in terms of the three pillars of health, humanitarian and development under the guidance of the UNIC Director, while ensuring the compliance towards the overall United Nations' digital guideline.

II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

The Multimedia Support Specialist is expected to provide support related to outputs below:

Deliverables/ Outputs	Estimated number of working days	Completion deadline	Review and Approvals Required <i>(Indicate designation of person who will review output and confirm acceptance)</i>
Output 1 – Develop and implement UNCT's communications and outreach plan on COP27 and contribute to communication products related to key events during the month -> Collate/coordinate climate campaign materials from UNCG/HoAs – develop materials on activities	22 days	30 Dec 2022	UNIC Director/National Information Officer

Output 2 – Provide advocacy support for the UN in Indonesia ‘Reducing Inequalities’ Joint Digital Campaign featuring statements from the UN Heads of Agencies and UNCG -> Drafting organic posts – exclusive social media editorial content plan to cover the 16 Days of Activism, and other relevant observances as part of ‘Reducing Inequalities’ outreach with content feed from relevant agencies	22 days	31 Jan 2023	UNIC Director/National Information Officer
Output 3 – Develop and activate the UN in Indonesia #YearInReview campaign: End/Start-of-Year Communications Recap / Looking Ahead 2023 and contribute to other communication products related to key events during the period -> Recap of key UNCG comms milestones in 2022; #YearInReview social content; documentation of end of year activities	22 days	2 Mar 2023	UNIC Director/National Information Officer
Output 4 – Support in the formulation of UN in Indonesia Communications Workplan 2023 and contribute to communication products during the period -> Provision of support in developing UNCG comms Workplan for 2023 including coordinating feedback mechanism from the group	22 days	4 Apr 2023	UNIC Director/National Information Officer
Output 5 – Develop outreach materials for UN in Indonesia International Women’s Day joint campaign and contribute to communication products during the period -> Raising awareness on the issue of gender equality, and women empowerment – through a joint UNCG campaign	22 days	8 May 2023	UNIC Director/National Information Officer
Output 6 – Draft and implement UNCG’s joint campaign on World Health Day and contribute to communication products during the period -> Develop a specific digital/social media editorial plan in	22 days	9 Jun 2023	UNIC Director/National Information Officer

commemorating the World Health Day observance			
Output 7 – Prepare and implement UN in Indonesia’s International Day of UN Peacekeepers outreach plan and contribute to communication products during the period -> Facilitate/provide support to amplify the UN’s global peacekeeping efforts including highlights of Indonesian peacekeepers’ contribution to the world peace	22 days	12 Jul 2023	UNIC Director/National Information Officer

III. WORKING ARRANGEMENTS			
Institutional Arrangement Consultant is expected to work on-site. He/she would exercise regular coordination with the UNIC/UN in Indonesia team through daily touch base on a messaging platform; daily team meeting among others.			
Duration of the Work 154 working days within 8 months			
Duty Station Jakarta			
Travel Plan Below is an indicative travel plan for the duration of the assignment. The Consultant will be required to travel to the below indicated destinations and include the relevant costs into the proposal. There may be also unforeseen travel that will come up during the execution of the contract which will be agreed on ad-hoc basis.			
No	Destination	Frequency	Duration/days
	NA		

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Academic Qualifications:

Bachelor degree graduates from the field of Communications, Public Relations, Marketing or Social Sciences.

Years of experience:

1. Minimum of 3 years in the field of Communications – including digital communications /marketing, creative communications, social media content development and data insights/analytics
2. Experience in developing digital communications strategy/plan
3. Experience in developing digital communications (social media) analysis – featuring insights, traffic, impressions and engagements
4. Experience in working with the United Nations, governments, CSOs/NGOs, or reputable multimedia firm is advantageous

III. Competencies and special skills requirement:

- Fluency in developing digital communications strategy/plan
- Familiarity in developing digital communications (social media) analysis – featuring insights, traffic, impressions and engagements
- Has the access and the ability to utilise relevant tools/applications for digital content management
- Has the exposure, familiarity or knowledge and understanding of topics such as SDGs and “leaving no one behind” is beneficial
- Has the access to relevant multimedia editing peripherals including laptop/desktop and supporting applications when possible - such as Adobe Illustrator, InDesign, Photoshop, Premiere Pro and or Final Cut Pro
- Ability to work remotely and independently with minimum supervision

V. EVALUATION METHOD AND CRITERIA

2. 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 **XXX** point would be considered for the Financial Evaluation

Criteria	Weight	Maximum Point
<u>Technical</u>		
<ul style="list-style-type: none"> Criteria A: qualification requirements as per TOR: <ol style="list-style-type: none"> 1. Bachelor Degree in Communications, Public Relations, or Social Sciences 10 2. Minimum of 3 years in the field of Communications – including digital communications /marketing, creative communications, social media content development and data insights/analytics 10 20 3. Experience in developing digital communications strategy/plan 20 4. Experience in developing digital communications (social media) analysis – featuring insights, traffic, impressions and engagements 10 5. Experience in working with the United Nations, governments, CSOs/NGOs, or reputable multimedia firm is advantageous 		100
<ul style="list-style-type: none"> Criteria B: Brief Description of Approach to Assignment <ul style="list-style-type: none"> o Detailed understanding of Digital Communication; social media content, communications data analytic 20 o Approach and methodology to comprehend the required scope of work 10 		
<ul style="list-style-type: none"> Criteria C: Further Assessment by Interview (if any) 		