

PROCUREMENT NOTICE

FOR THE ENGAGEMENT OF AN INDIVIDUAL CONTRACTOR SERVICES

Date : 13 November 2022

Post Title:	Individual Contract (IC) – Graphic design consultant
Starting Date:	Upon Contract Signature Date
Duration:	109 working days over period of Six Months
Location:	Home-based
Project:	Global Project for Electoral Cycle Support II
Requisition Number:	00000004526
National or International consultants:	National Consultant
Is this a LTA (yes/no):	No

CONTEXT/BACKGROUND

The Global Project for Electoral Cycle Support (GPECS) Arab regional component, supported through the financial contribution from Swedish International Development Agency (SIDA), works towards building coherence in electoral support in the region through dialogue, partnership and initiatives that strengthen regional knowledge and capacity on elections, as well as reinforce the participation of youth and women in political and civic life. A key initiative under this support is to strengthen regional cooperation and towards this end, the Regional Electoral Support Project for Middle East and North Africa is supporting the new organization of Arab Electoral Management Bodies (EMBs) which has come into fruition following a yearlong effort by a committee of EMB members of six Arab countries. The Organization of Arab EMBs was launched in June 2015. UNDP is set to support the new organization in its initial phase including by advisor services, partnering in its activities and towards the establishment of the secretariat and developing the Women Network under the ArabEMBs.

Within this context, the Regional Electoral Support Project for MENA is seeking a graphic designer to support ArabEMBs, the women's network, the Youth network and the project for designing all the materials, brochures, newsletters, reports, etc..

SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED WORK

Under the direct supervision of ArabEMBs' Secretary General and in close coordination with the Regional Electoral Advisor and the Regional Electoral Policy specialist, the selected candidate, contracted under IC contract modality, will support ArabEMBs, the women network, Youth network and to carry out and deliver the expected outputs below:

- Develop communication and Social Media plan for the Arab Network for women network, youth network and ArabEMBs
- Develop a branding strategy for the Arab network for women network and youth network and ArabEMBs

- Designing the layout for all types of communication materials e.g. Broachers, Reports, Newsletters, etc...
- All materials shall be delivered in the format accepted by the printing companies such as InDesign, QuickBooks, and photoshop and in any requested computer platform (apple and Microsoft compatible)
- Coordinate and produce a short video on the youth network with developing the story

EXPECTED OUTPUTS AND DELIVERABLES

Deliverables/Outputs	Target Due date	Review and Approvals Required
1. Develop communication and Social Media plan for the Arab Network for women network and youth network and ArabEMBs 2. Develop a branding strategy for the Arab network for women network and youth network and ArabEMBs 3. Develop communication and social media plan for the campaign on enhancing women and youth political participation	20 Working days 15 Feb 2023	UNDP Regional Electoral Advisor
4. Design communication materials for Arab Network women network and youth network and ArabEMBs (brochure, newsletter, reports, etc.) 5. Design all messages and materials related to the social media plans for ArabEMBs, women network and youth network. 6. Develop monthly social media plan for the 3 pages of ArabEMBs, youth network and women network as well as project social media pages	29 Working days 31 March 2023	UNDP Regional Electoral Advisor
7. Design and updated website pages for ArabEMBs, Women network and youth network and ArabEMBs on a weekly basis following the electoral calendar in the region	10 May 2023 27 Working days	UNDP Regional Electoral Advisor
8. Design and implement e monitor + training materials and related pages. 9. Coordinate and produce short videos and success stories for the women and youth-enhancing political participations campaigns as per the developed plans	30 June 2023 33 Working days	UNDP Regional Electoral Advisor

INSTITUTIONAL ARRANGEMENT

- The individual is required to exhibit his or her full-time commitment with UNDP Regional Bureau for Arab States (RBAS);
- S/He shall perform tasks under the general guidance and the direct supervision of the Arab Development Portal (ADP) coordinator;
- The supervision will include approvals/acceptance of the outputs and deliverables as identified in the previous section;
- The individual is expected to liaise and collaborate in the course of performing the work with other consultants, suppliers and UN colleagues;

- The individual is required to provide periodical progress reports on regular and needed basis throughout the assignment to monitor progress;
- Ownership or possession of a high-resolution art digital camera/equipment is required;
- The individual is required to maintain close communication with UNDP-RBAS on regular and needed basis at any period throughout the assignment in order to monitor progress. In the event of any delay, S/he will inform UNDP promptly so that decisions and remedial action may be taken accordingly;
- Should UNDP deem it necessary, it reserves the right to commission additional inputs, reviews or revisions, as needed to ensure the quality and relevance of the work.

DURATION OF THE WORK

The duration of the work is 109 working days for over period of Six months from 15 January 2023 till 30 June 2023

DUTY STATION

This is a home-based assignment

TRAVEL PLAN (OPTIONAL)

If any unforeseen travel outside the consultant's home-based city is requested by UNDP and not required by the Terms of References (ToR), such travel shall be covered by UNDP in line with applicable rules and regulations and upon prior written agreement. In such cases, the consultant shall receive living allowances not exceeding the United Nations (UN) Daily Subsistence Allowance (DSA) rate for such other location(s).

QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR

- I. Education:
 - Bachelor's degree in visual and graphic design or any other relevant field.
- II. Work experience:
 - Minimum three (03) years of previous relevant working experience in graphic design;
 - At least (2) years' experience in the field of elections
 - Prior experience with the UN system would be an asset;
 - Strong awareness of social media communication behaviors in developing regions/countries.
 - Experience in managing websites and social media programs.
- III. Language Requirements:
 - Language Requirements English and Arabic.
- IV. Key Competencies:
 - a) *Corporate*
 - Demonstrates integrity and fairness, by modeling the UN/UNDP's values and ethical standards;
 - Promotes the vision, mission, and strategic goals of UNDP;
 - Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
 - Treats all people fairly without favoritism.
 - b) *Functional*
 - Maintain effective relationships with project stakeholders;
 - Narrative and financial reporting design;

- Work goal-oriented based on minimum supervision;
- Organize and priorities work to meet client needs and deadlines;
- Report to internal and external clients in a timely and appropriate fashion;
- Establishes, builds and sustains effective relationships within the work unit and with internal and external clients;
- Responds to client needs promptly.

c) Skills:

- Excellent communications, organizational & interpersonal skills.
- High-level of IT/computing skills (minimum Microsoft Outlook, Word, Excel, PowerPoint).
- User skills in financial management.
- Ability to work independently to fulfill assigned tasks.

d) Management and Leadership

- Focuses on impact and result for the client
- Interacts effectively with all levels of the organisation
- Consistently approaches work with energy and a positive, constructive attitude
- Builds strong relationships with clients and external actors
- Demonstrates exceptional ability to remain calm, in control and good humoured even under pressure and tight deadlines
- Demonstrates openness to change

SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENTS

Interested candidates should provide lump sum fees for requested services with detailed breakdown. This amount must be “all-inclusive”. Please note that the terms “all-inclusive” implies that all costs (professional fees, communications, consumables, etc.) that could possibly be incurred are already factored into the final amounts submitted in the proposal. Also, please note that the contract price will be Deliverables/Outputs based - not fixed - subject to change in the cost components.

The contractor will be paid an all-inclusive Deliverables/Outputs based lump sum amounts over the assignment period, subject to the submission of Certification of Payment (CoP) duly certified or an invoice and confirmation of satisfactory performance of achieved work (deliverables/outputs) in line with the schedule of payments table hereunder:

<i>Deliverables/Outputs</i>	Expected number of working days for each deliverable	Targeted Due Dates	Payment Terms
1. Develop communication and Social Media plan for the Arab Network for women network and youth network and ArabEMBs 2. Develop a branding strategy for the Arab network for women network and youth network and ArabEMBs 3. Develop communication and social media plan for the campaign on	20 Working days	15 Feb 2023	20% from contract total value after satisfactory completion of required deliverable(s) 1,2 and 3, and submission of a duly certified Certification of Payment (CoP)

enhancing women and youth political participation			
<p>4. Design communication materials for Arab Network women network and youth network and ArabEMBs (brochure, newsletter, reports, etc.)</p> <p>5. Design all messages and materials related to the social media plans for ArabEMBs, women network and youth network.</p> <p>6. Develop monthly social media plan for the 3 pages of ArabEMBs, youth network and women network as well as project social media pages</p>	29 Working days	31 March 2023	30% from contract total value after satisfactory completion of required deliverable(s) 4,5 and 6, and submission of a duly certified Certification of Payment (CoP)
<p>7. Design and updated website pages for ArabEMBs, Women network and youth network and ArabEMBs on a weekly basis following the electoral calendar in the region</p>	27 Working days	10 May 2023	25% from contract total value after satisfactory completion of required deliverable(s) 7 and submission of a duly certified Certification of Payment (CoP)
<p>8. Design and implement e monitor + training materials and related pages.</p> <p>9. Coordinate and produce a short videos and success stories for the women and youth enhancing political participations campaigns as per the developed plans</p>	33 Working days	30 June 2022	25% from contract total value after satisfactory completion of required deliverable(s) 8,9 and submission of a duly certified Certification of Payment (CoP)

RECOMMENDED PRESENTATION OF OFFER

Interested individual consultants must submit documents under point 1, 2 &3 to demonstrate their qualifications. Candidates that fail to submit these documents, the application will not be considered.

- 1) **Personal CV or P11**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- 2) Brief Description of why you consider yourself as the most suitable candidate for this assignment;
- 3) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- 4) **Financial Proposal*** When the financial proposal is requested it should indicate the all-inclusive Deliverables/Outputs based total contract price, supported by a breakdown of costs, as per template provided. The terms "all-inclusive" implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred are already factored into the final amounts submitted in the proposal. If an Offeror is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP

under Reimbursable Loan Agreement (RLA), the Offeror must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

**** Please do not submit your financial proposal at this stage. Financial proposal(s) shall be requested from Candidates who are considered technically responsive.***

Interested candidates can find Procurement Notice, Letter of Confirmation of Interest and Availability and P11 templates on the following link: <http://procurement-notices.undp.org/>.

Interested candidates shall submit required documents to Job Advertisement Website (https://jobs.undp.org/cj_view_jobs.cfm) as one document not later than **26 November 2022**.

CRITERIA FOR SELECTION OF THE BEST OFFERS

This selection criteria will follow the Combined Scoring method – where the qualifications and methodology will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%; using the following evaluation criteria

Individual consultants will be evaluated based on the following methodologies:

Step I: Screening and desk review:

Individual consultants will be evaluated based on the following methodology.

Applications will be first screened and only candidates meeting the following minimum requirements will progress to the pool for shortlisting:

- **Criteria A:** Bachelor's degree in visual and graphic design or any other relevant field.
- **Criteria B:** Minimum three (03) years of previous relevant working experience in graphic design
- **Criteria E:** Language Requirements English and Arabic.

Step II: Technical Review:

Shortlisted candidates will undergo a technical evaluation which will include desk review for shortlisted candidates as per above criteria,

Technical evaluation Criteria max 100 points (Weighted 70):

- **Criteria A:** Prior experience with the UN system would be an asset (15 Points);
- **Criteria B:** Strong awareness of social media communication behaviors in developing regions/countries. (35 Points)
- **Criteria C:** Experience in managing websites and social media programs. (30 Points);
- **Criteria D:** At least (2) years' experience in the field of elections. (20 Points);

Shortlisted candidates will be assessed and scored against the following evaluation criteria:

Financial Criteria - 30% of total evaluation

For those offers considered in the financial evaluation, the lowest price offer will receive 30 points. The other offers will receive points in relation to the lowest offer, based on the following formula: $(PI / P_n) * 30$ where P_n is the financial offer being evaluated and PI is the lowest financial offer received.

Step III: Final evaluation

The final evaluation will combine the scores of the desk review and the financial proposal with the following weights assigned to each:

Individual consultants will be evaluated based on the cumulative analysis methodology (weighted scoring method), where the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable; and
- Having received the highest score out of a pre-determined set of technical and financial criteria specific to the solicitation.

Technical Criteria weight: [70%]

Financial Criteria weight: [30%]

Only Individual Consultants obtaining a minimum of 49 points (70%) on the Technical evaluation would be considered for the Financial Evaluation.