

TERMS OF REFERENCE

A. Project - Third National Communication And First Biennial Update Report

Job title:	Communications Specialist
Contract type:	Individual Contract (IC) – National Consultant
Duty Station:	Home based
Period of contract:	3 months (December 2022– February 2023) (approximately 30 working days)
Contracting Authority:	United Nations Development Programme

B. BACKGROUND:

In accordance with its commitments as a non-Annex I Party and as mandated by Article 12 of the UNFCCC and subsequent CoP decisions, Samoa will prepare and submit its Third National Communication (TNC) and First Biennial Update Report (FBUR) to the Conference of Parties (CoP) of the UNFCCC. The project is implemented by UNDP and Government of Samoa via the Ministry of Natural Resources and Environment. The project aims to update the information provided regarding national circumstances, inventories of greenhouse gases (GHG), policies and measures undertaken to mitigate climate change, assessments of vulnerability to climate change and steps taken to adapt, and promote increased awareness and understanding of critical importance of climate change to its sustainable development. The project will also increase the national technical and institutional capacities in preparing the NC/BUR and assisting the Government to integrate climate change issues into sectoral and national development priorities that directly contribute to achieving the Sustainable Development Goal 13: Climate Action.

The implementation of the project objectives will support Samoa's preparation of a high quality National Communication and Biennial Update Report to be submitted to the UNFCCC in a timely manner. The project will take a learning-by-doing approach, to the extent possible taking into account limited staffs trained on best practices to monitor and manage findings/information from TNC and BUR project. In this way, the project intends to catalyze the institutionalization of knowledge among the national participating experts and partner institutions involved in the development of National Communication and Biennial Updated Report, in particular to improve quality control and quality assurance of the findings from reports including inventory data.

One of the key objective under component 3 of the project is to improve awareness, understanding, and critical thinking of decision makers, policy makers, and general public of climate change issues in Samoa.

The Ministry of Natural Resources and Environment has requested UNDP to engage a national consultant who will develop a communication strategy and public relation materials for internal and external promotion of the TNC and BUR project.

C. SCOPE OF WORK:

The Communications Consultant will undertake the following tasks:

1. Develop a 'communication strategy' for TNC & BUR project including climate change activities and projects under GEF & Climate Change division in Ministry of Natural Resources and Environment. The communication strategy should focus on improving awareness, understanding and critical thinking of all key stakeholders, decision makers, and general public on information related to TNC and FBUR reports. The strategy should also provide a clear communication channel of sectors involved and how to best coordinate for the purpose of GHG Inventory development.
2. Provide trainings to key sectors ensure communication strategy is effectively implemented and communicated to relevant stakeholders, partners and general public.
3. Integration of advocacy and communication strategies into project workplans.
4. Prepare public relations materials for internal and external promotions of the project and assist with planning and publicizing.
5. Use traditional media and social networks platforms to share information about the project and climate change activities under the GEF & Climate Change Division in collaboration with media and ICT for both MNRE and UNDP.

D. EXPECTED OUTCOMES AND DELIVERABLES AND PAYMENT SCHEDULE:**Professional Costs**

All payments will be done upon submission of each deliverable and acceptance by UNDP, in consultation with Government of Samoa (GoS). The payment will be done in instalments as detailed below:

Key Deliverables	Description	Number of Days/Percentage weighing	Due Date
Stage 1:			
Upon approval by UNDP of the following;	<ul style="list-style-type: none"> Submission of Draft Communications strategy 	25%	20 th January 2023

<ul style="list-style-type: none"> Deliverable 1: Draft Communications Strategy & Workplan for TNC project Presentation of Draft Strategy to Stakeholders 	<ul style="list-style-type: none"> Consultation with stakeholders to provide comments on the strategy Draft Workplan of communications as part of TNC & BUR Annual Workplan. 		
<p>Upon approval by UNDP of the following;</p> <ul style="list-style-type: none"> Deliverable 2: Final Communications Strategy & Workplan 	<ul style="list-style-type: none"> Incorporate comments from stakeholders received during the consultation to finalize the Communication Strategy. Submission of final Communication Strategy & Workplan 	25%	31 st January 2023
<p>Upon approval by UNDP of the following;</p> <p>Deliverable 3: Trainings for stakeholders and partners</p>	<ul style="list-style-type: none"> Conduct at least 2 trainings for stakeholders and partners of the approved "Communication Strategy" Prepare a training report. The report should cover the objective of training, risks and mitigation measures, institutional structure and recommendations. 	25%	31 st January 2023
<p>Upon approval by UNDP of the following;</p> <p>Deliverable 4: Approved public relations materials for</p>	<ul style="list-style-type: none"> 9 factsheets, brochures, infographics prepared for printing and online publishing. 	25%	28 th February 2023

internal and external promotions of the project.	<ul style="list-style-type: none"> 9 stories, tv advertisement to be shared on traditional media and social networks 		
<p>The Individual Consultant is expected to state in the financial proposal a lump sum amount (only in Samoan Tala) to cover all activities in the TOR. A breakdown of costs is required using the Financial Template for submission (Annex III).</p>			
<p><u>E. INSTITUTIONAL ARRANGEMENT:</u></p> <p>The principal responsibility for managing the consultant will lie with the Head of Environment Section of UNDP Samoa MCO in coordination with the Assistant Chief Executive Officer of the Climate Change Division of the Samoan Ministry of Natural Resources and Environment.</p>			
<p><u>F. DURATION AND TIMEFRAME OF THE WORK:</u></p> <p>The contract is expected to be implemented within approximately 30 days, spread across 3 months from December 2022 to February 2023.</p>			
<p><u>G. DUTY STATION:</u></p> <p>Home based.</p>			
<p><u>H. COMPETENCIES:</u></p> <p>Corporate Competencies:</p> <ul style="list-style-type: none"> Demonstrates commitment to the UNDP and Government of Samoa mission, vision and values. Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability <p>Functional Competencies:</p> <p><i>Knowledge Management and Learning</i></p> <ul style="list-style-type: none"> Shares knowledge and experience Actively works towards continuing personal learning, acts on learning plan and applies newly acquired skills <p><i>Development and Operational Effectiveness</i></p>			

- Ability to perform/advise on (as appropriate) a variety of specialized tasks related to administrative support, including project data management support, reporting, and logistics for project implementation.
- Excellent organisational skills, interpersonal communication skill, self-motivated, proactive and reliable with good communication and ability to work in harmony with staff members and technical specialists

Leadership and Self-Management

- Focuses on result for the client and responds positively to feedback
- Consistently approaches work with energy and a positive, constructive attitude
- Remains calm, in control and good humored even under pressure
- Demonstrates openness to change and ability to manage complexities
- Good inter-personal and teamwork skills, networking aptitude, ability to work in multi-cultural environment

I. QUALIFICATIONS:

Education Qualifications:

- Bachelor's degree (minimum academic requirement) in Communications, Journalism, Media Relations or related field

Experience:

- At least 3 years of experience at the national level in public relations, communications and advocacy
- Demonstrated experience in development of communication strategy in relation to climate change mitigation and climate change adaptation work with multilateral and international organisations
- Computer proficiency with knowledge in design and media software, applications, communication tools and packages, with experience in handling web-based management systems (CMS).
- Proven experience in preparation of public relation materials, stories related to climate change for internal and external promotion of projects.

Other requirements:

- Excellent in oral and written communication skills in English language

J. EVALUATION CRITERIA:

- Only those applications that are responsive and compliant will be evaluated. Incomplete applications will not be considered;
- Offers will be evaluated according to the Combined Scoring method – where the technical criteria will be weighted at 70% and the financial offer will be weighted at 30%;

- The technical criteria (education, experience, language) will be based on a maximum 100 points. Only the candidates that have achieved a minimum of 70 points from the review of education, experience and language will be deemed technically compliant and considered for financial evaluation;
- Financial score (max 30 points) shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal of those technically qualified;
- The financial proposal shall specify an all-inclusive lump sum fee. In order to assist the requesting unit in the comparison of financial proposals, a detailed cost breakdown must be provided in the format of the Financial Proposal Template. (including all foreseeable expenses to carry out the assignment).
- Applicant receiving the Highest Combined Score and has accepted UNDP's General Terms and Conditions will be awarded the contract.

Technical Evaluation Criteria (based on the information provided in the CV and the relevant documents must be submitted as evidence to support possession of below required criteria):

- Bachelor's degree (minimum academic requirement) in Communications, Journalism, Media Relations or related field **(20 points)**
- At least 3 years of experience at the national public relations, communications and advocacy. **(20 points)**
- Demonstrated experience in development of communication strategies related to climate change mitigation and climate change adaptation work with multilateral and international organisations **(20 points)**
- Computer proficiency with knowledge in design and media software, applications, communication tools and packages, with experience in handling web-based management systems (CMS) **(20 points)**
- Proven experience in preparation of public relation materials, stories related to climate change for internal and external promotion of projects **(10 points)**
- Excellent in oral and written communication skills in English language **(10 points)**

K. RECOMMENDED PRESENTATION OF PROPOSAL:

Please use the template available (Letter of Offer to complete financial proposal in Annex 1).

CVs with samples of past creative work as mentioned above and must be submitted. Incomplete applications will not be considered and only candidates for whom there is further interest will be contacted. Proposals must include:

- **CV** or P11 form addressing the evaluation criteria and why you consider yourself the most suitable for this assignment;
- **3 most recent professional references;**
- **A brief methodology** on how you will approach and conduct the work;
- **Completed Letter of interest and availability** specifying the available date to start and other details and **Financial Proposal** with breakdown cost specifying the daily rate and other expenses, if any.

Applicant receiving the Highest Combined Score and has accepted UNDP's General Terms and Conditions will be awarded the contract.

Kindly note you can upload only ONE document to this application (scan all documents in one single PDF file to attach).

L. ANNEXES TO THIS TERMS OF REFERENCE:

1. Annex I – Offeror's Letter to UNDP Confirming Interest and Availability for the Individual IC
2. Annex II – P11 Form
3. Annex III – Financial Template
4. Annex IV – UNDP General Terms and Conditions for Individual Contractors