**Terms of Reference**

**Communications Consultant**

**Project title:** Communications Consultant

**Type of contract:** IC

**Duration:** 3 months

**Location, Country:** Beijing, China

**Expected starting date:** 1 August 2023

**Project Description:**

**The Communications Consultant is responsible for providing robust support to UNDP China’s efforts in communications and advocacy.** Specifically, he/she will assist in the implementation of Country Office communications strategies and actions plan and be responsible for copywriting, editing and polishing external and internal communications and advocacy products. He/She will also support the development of the international social media strategy and ensure effective daily execution. Additionally, he/she will play an active role in shaping and providing creative inputs to CIP project implementation, provide support in formulating key initiatives and identify opportunities for innovative approaches to our communications work.

**Scope of Work:**

* Communications strategy and planning: Assist in developing and implementing an overall communications strategy and action plan to promote UNDP’s work in China to domestic and international audiences.
* Advising: Advise Senior Management for their communications strategies and media opportunities
* Messaging: Facilitate the strategic discussion and drafting of key messaging
* Speech drafting: Draft, edit and/or provide quality assurance of external outreach and communications materials, including speeches, Op-Eds, success stories, press releases, website write-ups, PowerPoint Presentations, proposals, etc.
* Social Media: Assist in developing an international social media strategy and coordinate with HQ and RBAP for its implementation; ensure effective day-to-day update and management of CO international social media accounts
* Publication: Assist in managing and disseminating CO publications and serve in the Publications Taskforce
* Media relations: Assist in strengthening and maintaining international media relations in to increase impact of UNDP’s work, including handling enquiries from international media.
* Campaigning: Support the design and rolling out of creative and high-visibility social media campaigns for the Sustainable Development Goals and other advocacy campaigns
* Project communications: Provide effective communications support and storytelling to create impact from program results
* Agenda-shaping: Provide research and analysis of global development issues to create engaging programmes for external events and influence key stakeholders
* Project design and conceptualization: Assist in the formulation of the team’s innovation projects and support on strengthening project implementation
* Be available to assist in ad-hoc tasks as required both within UNDP and other UN agencies in China.

**Expected Outputs and Deliverables:**

The Communications Consultant will be expected to contribute to the work of the Communications, Innovation and Partnerships Team as it strives to help reposition UNDP in China during a period of significant change in the structure and modality of the organisation’s operations. Meanwhile, he/she will provide timely information and advice to senior management enabling informed decisions to be made on political, economic and social developments. The consultant will be particularly focused on amplifying the office’s gender, climate change and SDG financing portfolios.

|  |  |
| --- | --- |
| **Outputs** | **Deliverables** |
| 1. Effective support to quality assurance of CO external communications materials
 | * + Drafting *5 speeches* to promote UNDP’s senior leadership at external events and high-profile meetings, including across the UN network
	+ Drafting 3 *Key Messages* briefs to better promote each of the CO’s three pillars and programme teams
	+ Drafting *Media advisory, press releases, media Q&A* briefings and other media materials
	+ Drafting *2 Op-Eds* on priority topicsto amplify CO’s research capacity and expertise, as well as increase policy impact
	+ Drafting *1 blog* highlighting CO’s programmatic work and impact in advancing the SDGs
	+ Advising *programme* teams in response to their communications needs and efforts
 |
| 1. Successful implementation of the communications and publication strategies
 | * + Developing *communications strategy* and *agenda-shaping ahead of* CIP’s annual innovation conference and upcoming AI Governance Forum
	+ Managing C*ountry office website*
	+ Managing international *social media* accounts
	+ Managing production of quarterly UNDP China *newsletter*
	+ Managing *website design* and leading *content development* for team’s SDG Impact Hub
	+ Updating and maintaining the *international media database*
 |
| 1. Amplify the output of the CIP team’s work across all of its core areas
 | * + Supporting implementation of CIP team’s flagship gender project, including identifying opportunities for efficient *collaboration* with partner(s) and assisting in *project management*
	+ Liaising with regional hub to ensure *internal amplification* *and reach* of CO’s communications output, as well as alignment with *corporate priorities*
	+ Providing *communications advisory* as part of UNDP’s development consultancy service offer to government partners
	+ All other communications support to be provided as needed
 |

**Institutional Arrangement:**

* The Communications Consultant reports to the Assistant Resident Representative under the Communications, Innovation, and Partnerships Team.

**Payment terms:**

Expert must send a **financial proposal based on Lump Sum Amount**. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fee, living allowance and any other applicable cost to be incurred by the IC in completing the assignment. The contract price will be fixed output-based price regardless of extension of the herein specified duration. Payments will be done upon completion of the deliverables/outputs and as per below percentages:

* 1st payment: 30% upon satisfactory completion of Output 1 by 31 August 2023
* 2nd payment: 30% upon satisfactory completion of Output 2 by 30 September 2023
* 3rd payment: 40% upon satisfactory completion of Output 3 by 31 October 2023

**Duration of the Work:**

* The duration of this assignment shall be for 3 months with possible extension.

**Duty Station:**

* Beijing, China.

 **Required Skills and Experience: :**

* Master’s degree or above in communications, journalism, business management, marketing, advertising, international relations or a related field.
* Minimal 3 years of working experience in the field of communications, journalism, public relations, marketing or related fields.
* Publication-standard English drafting and editing skills.

**Desired competencies:**

* Experience in developing and implementing communications strategies and campaign tactics. **including quality assurance of various communications materials such as Op-Ed, Press Releases, media briefings, etc.**
* Experience with developing and managing social media, including website management.

**Evaluation Criteria**

* The award of the contract will be made to the Individual Consultant who has obtained the highest Combined Score and has accepted UNDP’s General Terms and Conditions. Only those applications which are responsive and compliant will be evaluated.

The offers will be evaluated using the “Combined Scoring method” where:

* Technical evaluation – 70%
* Financial Evaluation - 30%.