### CALL FOR APPLICATIONS: VETTED EXPERTS ROSTER, SUPPORT TO UNDP PROJECTS AND PROGRAMMES: COMMUNICATION

|  |  |
| --- | --- |
| **Location** | Home-based and Various |
| **Application deadline** | 4 weeks from date of publishing |
| **Type of Contract** | Individual Contractor |
| **Post Level** | National Consultant |
| **Languages required:** | English, French, Portuguese |
| **Duty Station** | Various |
| **Duration of Initial Contract:** | Varies from a few days to several months |

**BACKGROUND**

|  |
| --- |
| The United Nations Development Programme (UNDP) is the UN’s global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in some 170 countries, working with them on their own solutions to global and national development challenges, and coordinating the efforts of the United Nations at country level.  Aiming to eradicate poverty, violence and hunger, UNDP supports countries in Africa to translate economic growth into long-lasting, inclusive human development, in line with the Sustainable Development Goals (SDGs) and the broader 2030 Agenda for Sustainable Development. The organization works with governments, regional organizations, businesses and communities, helping countries to develop capacity, share knowledge and mobilize funds for sustainable development.  At UNDP, external and internal communication—nationally, regionally and globally—is critical to achieving both development results and business objectives. Skillful communication contributes to transparency and development effectiveness, attracts and fosters strong partnerships, and can boost resource mobilization. Communications also plays a crucial role in positioning UNDP as a credible and trusted development partner and thought leader, creating greater awareness about the organization’s work and its impact on the continent.  In order to ensure continued support to our initiatives in Africa, UNDP invites candidates to send their applications for inclusion in a Vetted Roster of external experts. The process of including candidates in the Expert Roster is described in the latter sections of this advertisement.  **To be considered for inclusion in the roster, applications would need to have expertise in one or more of the following areas:**   1. Writing/editing knowledge and advocacy products; 2. Graphic design and desktop publishing; 3. Digital communications: Social media, online community outreach, website content and technical management; 4. Communications training: Experts in media relations, crisis communications, strategy development; 5. Video and infographic video production: videographers, video editors, infographic video scriptwriters; 6. Photography and photo database management. |

**DUTIES AND RESPONSIBILITIES**

|  |
| --- |
| **Tasks assigned in each individual assignment may include one or more of the following:**   * Writing and editing of knowledge and advocacy products targeting external audiences and the media; * Draft, summarize and edit succinct communications pieces of varying length for different internal and external audiences in close cooperation with UNDP task managers; * Support the substantive revision of content aimed at media outreach in coordination with the author(s), and communications focal points within relevant UNDP teams; * Under the guidance of the UNDP task manager and authors/specialists draft and/or edit publications to ensure clarity, consistency and readability of the text for the intended audience; * Assemble all chapters/sections suggesting re-writing as necessary, adding/editing the draft to full completion including all necessary components (table of contents, foreword, preface, introduction, bibliography, tables, annexes, boxes, etc.); * Point out factual inconsistencies, inconsistencies in arguments, political nuances, faulty logic, and awkward or unclear passages and suggest solutions; * Pursue and ensure timely incorporation of feedback received from internal and external peer reviewers into draft manuscripts; * As appropriate, work closely with the consultant graphic designer to develop ideas for infographics, charts and images that creatively convey key messages/data in the manuscript; * Proof-read final texts as laid out by designer to ensure text and associated graphics are error-free.   **Graphic design and desktop publishing:**   * Design and layout materials (e.g. reports, posters, infographics, images, dynamic presentations, etc.) in a variety of software including InDesign, Photoshop, Illustrator, Word and PowerPoint for internal and external audiences, and for presentation, print and online use; * Produce clear, concise and engaging materials that convey key messages to target audiences; * Image research and management (including subjects, permissions, photo release forms, etc.); * Pursue and ensure timely incorporation of feedback received from internal and external reviewers into draft materials; * Preparing materials for printing in line with UNDP editorial and visual guidelines, advising on print solutions, coordinating with printers and ensuring delivery of final error-free agreed materials.   **Digital communications:**   * Design, implement and measure effectiveness of UNDP’s digital strategy; * Enhance and monitor UNDP’s presence on diverse and relevant digital channels; * Maintain and engage UNDP’s online communities, including drafting and editing content such as photos and information-based graphics, and strategic placement; * Conduct ongoing analysis of UNDP’s audience and use the data and evidence to adjust digital strategy as appropriate; * Identify, develop and execute creative opportunities, including campaigns, to increase awareness of UNDP and its priority areas across relevant digital platforms; * Position UNDP and its experts on leading digital media platforms; * Using UN social media guidelines and global good practice, provide training and guidance to UNDP colleagues on the use of social media; * Monitor social media trends for outreach purposes and appropriately apply that knowledge to increasing the use of social media at UNDP; * Work collaboratively with UNDP’s partners to leverage social networks to enhance UNDP’s mission; * Assist in curating and presenting stories, images and videos in UNDP’s web content management system; * Review and edit web stories, headlines and captions, liaising with relevant teams to ensure accuracy and consistency; * Work with content providers to research or rewrite material from the standpoint of reader interest, clarity, political sensitivity, thoroughness and accuracy, as well as relevance to UNDP’s focus areas.   **Communications trainings including in media relations, crisis communications, and strategy development:**   * Conduct UNDP office communications needs assessment taking into account country programmes, ongoing projects and initiatives, and corporate requirements, and propose specific and cost options that respond to the needs assessment; * Liaise with UNDP to develop training Terms of Reference and agendas, collating relevant training materials, conducting training and assessing/evaluating impact of training; * Media training, including on crisis situations, for UNDP senior managers and programme staff; * Collaborate with UNDP to design, facilitate and evaluate communications training workshops for staff, anchored in corporate communication priorities (e.g. engaging storytelling), industry good practice and emerging trends; * Develop media strategies in line with UNDP’s priority areas taking into account emerging trends; * Plan and design internal and external strategies for communications and outreach focused on impact and results, transparency, advocacy, partner engagement and other corporate priorities; * Training of journalists in different aspects of media discipline, as well as development aspects in line with UNDP focus areas, e.g. election reporting, parliamentary reporting, advocacy journalism on emerging issues – climate change, inequality, resilience, etc.   **Video and infographic video production: videographers, video editors, infographic video scriptwriters:**   * Conceptualize and produce videos or animated videos including short news features, documentary films, public services announcements, video messages and internal UNDP films, in line with UNDP editorial and visual guidelines; * Liaise with UNDP representatives to identify in detail the scope of work, including issues to be covered in scripting, review processes and other benchmarks; * Filming (shooting and interviews) and editing (including adding narration and music and tiles – texts and graphics on screen) with professional video equipment (with consideration for professional sound and lighting); * Produce clear, concise and engaging materials that convey key messages to target audiences; * Point out factual inconsistencies, inconsistencies in arguments, political nuances, faulty logic, and awkward or unclear passages and suggest solutions; * Pursue and ensure timely incorporation of feedback received from internal and external reviewers into draft materials; * Ensure delivery of final error-free agreed materials.   **Photography and photo database management:**   * Capture high resolution human-interest images of UNDP’s various programme/project activities in various parts of the country, in line with UN ethical guidelines on permissions and photo release forms; * Provide caption information within the individual photo file including: names and ages of beneficiaries and businesses, city, country, date, description of activity; * Photos should be delivered error-free as high resolution jpeg or raw files (300 dpi at 8 x 10 inches) within a specified amount of time; * Analyze, review and provide a set of recommendations to enhance the global capture and management of digital assets at UNDP, with particular emphasis on still images for use in online and print media; * Identify and present recommendations for meeting the digital asset management needs of UNDP and advise on the relative pros and cons of all options identified. Recommendations should ensure compatibility and address workflow within the UN global network with existing Adobe CQ5 Content Management System; * Advise on additional requirements/features of digital asset management beyond those already identified; * Provide a written report of findings and recommendations for software solutions, including a minimum of three alternative technologies, clearly outlining advantages and disadvantages of each. |

**FUNCTIONAL COMPETENCIES**

|  |
| --- |
| Professionalism:   * Capable of working in a high pressure environment with sharp and frequent deadlines, managing many tasks simultaneously; * Excellent analytical and organizational skills; * Exercises the highest level of responsibility and able to handle confidential and politically sensitive issues in a responsible and mature manner; * Results and client-oriented; * Highly detail-oriented; * Demonstrates integrity and ethical standards.   Communication:   * Excellent writing and verbal communication skills; * Strong interpersonal and communications skills, especially in a multi-cultural environment; * Communicates effectively in writing to a varied and broad audience in a simple and concise manner.   Teamwork:   * Work well in a team to advance the priorities of UNDP Africa as a whole; * Projects a positive image and is ready to take on a wide range of tasks; * Welcomes constructive feedback. |

**REQUIRED SKILLS AND EXPERIENCE**

|  |
| --- |
| **Education, experience and skills :**   * **Band 1**, Implementation Support: Master’s Degree in relevant field with minimum 3 years of relevant work experience, or Bachelor’s Degree in relevant field with minimum 5 years of relevant work experience. * **Band 2**, Specialist Support: Master’s Degree in relevant field with minimum 7 years of relevant work experience, out of which minimum 3 years of international experience as a requirement. * **Band 3**, Senior Advisory: Master’s Degree in relevant field with minimum 12 years of relevant work experience, out of which minimum 5 years of international experience as a requirement. * **Excellent** computer skills. * Knowledge of UN, including UNDP terminology, language and style an advantage. * Ability to work in a multi-cultural setting a must. * Previous work experience in Africa is an asset.   **Writing/Editing knowledge and advocacy products :**   * Proven record in advanced copy editing and/or producing knowledge in the area of sustainable human development and international development; * Ability to synthesize complex and technical information from various sources into jargon-free, content for different audiences; * Experience in writing for media outlets, development-related organizations, research centers, think-tanks or multilateral institutions required. * Samples required.   **Graphic design and desktop publishing:**   * Reputable graphic designer with prior experience designing similar projects; * Demonstrated experience in using software tools in a creative and engaging way; * Experience in commercial print management; * Experience in designing multiple language versions. * Samples required.   **Digital Communications:**   * Relevant experience at the national or international level in digital media, journalism, communications or related field, specifically using social media in a professional capacity; * Demonstrated experience in speedy quality writing and creating compelling online content with different software tools; * Demonstrated experience in building and maintaining online communities; * Experience in using web content management systems. * Samples required.   **Communications trainings including in media relations, crisis communications, and strategy development:**   * Highly developed and proven communications skills in multi-cultural settings; * Excellent journalistic-style writing and editorial skills, with ability to articulate ideas in a clear and concise way to a variety of audiences including senior UN representatives, public officials, the media; * Excellent proven facilitation skills; * Experience in developing and delivering communication training programmes; * Experience in developing and executing successful communications strategies, including in complex emergencies and varying development contexts.   **Video and infographic video production: videographers, video editors, infographic video scriptwriters:**   * Excellent writing skills; * Ability to synthesize complex and technical information from various sources into jargon-free content for different audiences; * Working experience in video production and Final Cut Pro editing; * Relevant experience in infographic video production; * Samples required.   **Photography and photo database management:**   * Prior experience in photographing similar development-related projects; * Experience in designing and/or setting up photo databases, including front-facing and back-end design of database interfaces; * Availability and willingness to travel; * Ownership or possession of a high resolution state of the art digital camera/equipment is a must.   **Relevant Field of Education:**  Communications, public relations, marketing, media relations, journalism, international relations, development or another relevant communications-related field.  **Language Requirements:**   * Excellent oral and written English or French or Portuguese.   **Evaluation of Applicants:**   * Applicants will be screened against qualifications and the competencies specified above and may be requested to participate in a brief interview. * Interested candidates are advised to carefully review this advertisement, the procurement notice and ToR attached here and ensure that they meet the requirements and qualifications described above * Qualified women are encouraged to apply.   **Applications should include:**   * **A cover letter**, clearly identifying the ‘Areas of Expertise’ as mentioned in the background section above. * **Updated P11 and Personal CV ,** 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 * **Daily professional Fee**   Successful candidates will be included in the UNDP RSCA Experts Roster for a period of 5 years, in one of the “bands” indicated above. However, the addition of an individual in the Roster does not guarantee a contract with UNDP.  **Contracting**   * When a request for services arises, the roster manager shall contact the individuals included in the specific area of expertise with the Terms of Reference, location and dates of the assignment seeking confirmation of availability, as well as other costs such as living allowance, travel cost, etc. The daily fee quoted by the individual during this application process shall remain as the ceiling fee and cannot be increased upwards for any offered individual assignment(s). * Travel: For each assignment UNDP shall reimburse cost of travel from the place of domicile of the individual to the place of assignment (most direct economy fare). * The individual selected for the deployment will be contracted as an Individual Contractor to the UNDP. * **The** Contract and its terms and conditions are non-negotiable.   **Payment:-**  Payment(s) shall be made following certification by the hiring UNDP Office that the services related to each deliverable, as specified in the contract, have been satisfactorily performed and the deliverables have been achieved by or before the due dates specified, if any.  **Other information**   * This call for experts is not linked to other UNDP rosters or to a specific UNDP recruitment opportunity. * Due to the large number of applications we receive, we are only able to inform the successful candidates about the outcome or status of the selection process.   For any clarifications please write to :-**rsca.icroster@undp.org** |