



*Empowered lives.  
Resilient nations.*

## PROCUREMENT NOTICE

INTERNATIONAL INDIVIDUAL CONSULTANT

REFERENCE: IC/UNDP/RWA/2021/002

Date: 21/01/2021

**Country:** Rwanda

**Description of the assignment: Recruitment of International Individual Consultant as a Strategic Communications Specialist for UNDP Rwanda.**

**Period of assignment:** 60 workdays spread over 9 months

UNDP Rwanda is looking to recruit International **Individual Consultant as a Strategic Communications Specialist**. The general objective of this assignment for the expert is to support in promoting, marketing and positioning Country Office work at the continental and global levels, while at the same time providing strategic communications guidance and messaging to the communications team and the senior management team.

All interested and qualified international individual consultants may download the Individual Consultant Notice, Terms of Reference, and P11, Confirmation Letter and General Terms and conditions documents from UNDP Rwanda website at:

<http://www.rw.undp.org/content/rwanda/en/home/operations/procurement/notices/>

Only electronic submissions is allowed. Submit Proposal by email address at [offers.rw@undp.org](mailto:offers.rw@undp.org) not later than **03 February 2021**, Time: 12h00 PM Kigali Rwanda local time.

**N.B: UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and person with disabilities are equally encouraged to apply.**

Yours sincerely,

Maxwell Gomera

UNDP Resident Representative



## **International Communications Consultant**

<b>Application type:</b>	<b>External vacancy</b>
<b>Job Title:</b>	International Individual Consultant as a Strategic Communications Specialist
<b>Category</b>	Media and Communications
<b>Duty station</b>	the consultant is expected to be home based
<b>Application Deadline:</b>	
<b>Type of contract:</b>	International Individual Contract
<b>Expected starting date:</b>	Immediately
<b>Duration</b>	60 workdays spread over 9 months.

## **1. Background**

### **1.1. Introduction:**

UNDP is the UN's global development network, an organization advocating for change and connecting countries to knowledge, experience and resources to help build nations that can withstand crisis and support their efforts to implement the 2030 Agenda for Sustainable Development and achieve the new Sustainable Development Goals. UNDP works in nearly 170 countries and territories, helping to achieve the eradication of poverty, and the reduction of inequalities and exclusion. We help countries to develop policies, leadership skills, partnering abilities, institutional capabilities and build resilience in order to sustain development results.

The UNDP Regional Bureau for Africa has identified partnerships and communications as a core strategic area of growth in support of its work in the Africa region. Focus on this area is motivated by the new demands posed by the 2030 and 2063 Agendas, which require of concerted actions from all development actors, in order to achieve their ambitious goals for socioeconomic transformation and sustainable development.

In Rwanda, UNDP is committed to contribute to the attainment of the above ambitious agendas and the objectives set out in the n 2018-2023 Country Programme Document. In doing so, UNDP will support Rwanda to achieve the country's new Vision 2050 and the new National Strategy for Transformation (NST 2017-2024). Building on the previous cycle, UNDP Rwanda will enhance those achievements and use the lessons learnt to strive and accomplish the objectives in this new cycle. With the continuous support from our partners, the Government of Rwanda, and the Rwandan people, UNDP will promote accountability, sustainability, environmental conservation, gender equality and ensuring the rights and inclusion of all citizens in democratic governance institutions.

To ensure stronger and effective communications of its work in the above areas, UNDP Rwanda intends to recruit an individual consultant to support in promoting, marketing and positioning this work at the continental and global levels, while at the same time providing strategic communications guidance and messaging to the communications team and the senior management team.

## 2. Objective and Scope of work

Under the guidance of the Communications Analyst and under the overall supervision of the Resident Representative, the Strategic Communications consultant will be responsible for providing high quality services in the following areas, based on an in- depth understanding of local and national contents while incorporating lessons learnt from global practices:

### Specific tasks:

#### 1] Content Editing:

- Editing articles, policy briefs and other papers
- Editing media related pieces of content such as Op-eds, articles, press releases, etc.

#### 2] Help strengthen media outreach

- Draft and or/ edit a range of materials, including press releases and advisories, news briefs, fact sheets for inclusion in media kits and further public outreach.

#### 3] Strategic guidance and training

- Train and work with the Senior Management and Communications teams to produce op-eds, speeches and organize interviews
- To assist programme managers to draft publishable opinion pieces.

## 3. Outputs/Expected deliverables

The selected consultant will provide the following key deliverables

- Deliverable 1: Editing articles, policy briefs and other papers to be delivered within turnaround of 5 days.
- Deliverable 2: Draft Op-eds, articles, blog posts, press releases, and social media packs within turnaround of 5 days.
- Deliverable 3: Carry out three Training sessions with **the Senior Management and Communications team to produce op-eds and speeches and organize interviews:** The

Consultant will produce Training Manual, Delivering Training and Produce a Training Report.

- Deliverable 4: Assist each manager to draft at least two publishable opinion pieces.

#### 4. Duration of the contract

The assignment is expected to take 60 workdays spread over 9 months.

#### 5. Institutional arrangement

UNDP will contract an International Consultant to undertake this assignment. UNDP Communications Analyst will supervise the consultant and with the overall guidance of the Resident Representative. The Consultant will directly report to the Communications Analyst.

#### 6. Duty station

The assignment is home based.

#### 7. Required expertise and experience

##### Academic Qualifications/Education:

- Master's degree or equivalent in communications, Public Relations, marketing, media relations, journalism, international relations, development or another related field.

##### Experience:

- A minimum of seven (10) years of relevant experience in one or more of the following areas: public relations, communications, journalism or advocacy, of which 3-5 years at the international level required;
- Demonstrated knowledge and experience in media relations and/or advocacy campaigns at the international level, using traditional and social media, multi-media and a variety platform required;
- Good understanding of Africa's development challenges and priorities, and
- At least 2 years' experience with training on coaching people on writing opinion pieces, speeches and storytelling.
- Understanding of international development issues and previous experience with a multilateral or UN organization is a strong asset.

##### Language skills:

- Excellent writing, editing, and oral communication skills in English.

##### Competencies:

###### Core

###### **Innovation**

Ability to make new and useful ideas work

###### **Leadership**

Ability to persuade others to follow

**People Management**

Ability to improve performance and satisfaction

**Communication**

Ability to listen, adapt, persuade and transform

**Delivery**

Ability to get things done

**Technical/Functional****Primary**

Marketing

Ability to communicate the value of a product or service.

**Media Relations**

Ability to form and maintain meaningful working relationships with various members of the media.

**Brand and Quality Management**

Ability to position a UNDP brand and uphold it to a high level of quality.

**Multimedia writing/editing**

Ability to originate or edit written content for media and the general public to be disseminated through press or other online outlets.

**Strategic Planning**

Ability to make decisions that align with strategy, vision, and mission.

Partnerships

Ability to engage with other agencies and forge productive working relationships.

**Secondary****Learning and Development**

Knowledge of enterprise learning and development issues, concepts, and principles, and ability to apply them to enhance the fulfilment and performance of employees.

**UN System**

Knowledge of the UN System and ability to apply to strategic and/or practical situations.

**Training**

Ability to ascertain need, plan, design, and execute training.

## 8. Payment modality

The consultant will be paid the consultancy fee upon completion of the following deliverables.

- Deliverable 1: Payment will be upon Completion of the required services.
- Deliverable 2: Payment will be upon Completion of the required services.
- Deliverable 3: 100% After producing training Report of each session

## 9. Application procedures

Qualified and interested candidates are hereby requested to apply. The application should contain the following:

- Personal CV or P11, indicating education background/professional qualifications, all past experience, as well as the contact details (email and telephone number) of the candidate and at least three (3) professional references;
- Brief description of why the individual considers him/herself as the most suitable for the assignment and a methodology, on how they will approach and complete the assignment;
- Financial proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, to be provided by the UNDP procurement.

## 10. Evaluation criteria

- The consultant will be evaluated against a combination of technical and financial criteria (combined scoring method). Maximum score is 100% out of which technical criteria equals 70% and financial criteria equals 30%. The technical evaluation will include the following:

Criteria	Weight	Max. point
Excellent proposed methodology for accomplishing the assignment	40	40
Master's degree or equivalent in communications, Public Relations, marketing, media relations, journalism, international relations, development or another related field.	10	10
A minimum of seven (7) years of relevant experience in one or more of the following areas: public relations, communications, journalism or advocacy, of which 3-5 years at the international level required;	20	20
Proven knowledge and experience in media relations and/or advocacy campaigns at the international level, using traditional and social media, multi-media and a variety platform required	10	10
Ability to ascertain need, plan, design, and execute training.	10	10
Good understanding of Africa's development challenges and priorities and understanding of international development issues and previous experience with a multilateral or UN organization is a strong asset.	5	5
Excellent writing, editing, and oral communication skills in English	5	5
<b>Total</b>	100%	100

## 11. PRESENTATION OF FINANCIAL OFFER: Bidder should only put Unit Cost

FINANCIAL PROPOSAL				
	NAME OF YOUR BIDDER:			
1.	Remuneration	Amount in USD/per Page	Number of Pages	Total amount in USD

1.1	Editing articles, policy briefs and other papers			
1.2	Draft Op-eds, articles, blog posts, press releases, and social media packs			

<b>FINANCIAL PROPOSAL ON TRAINING</b>				
	<b>NAME OF YOUR BIDDER:</b>			
<b>1.</b>	<b>Remuneration</b>	<b>Amount in USD/Per training</b>	<b>Number of Trainings</b>	<b>Total amount in USD</b>
1.1	Carry out Training sessions with the Senior Management and Communications team to produce op-eds and speeches and organize interviews: The Consultant will produce Training Manual, Delivering Training and Produce a Training Report.		3	

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**OFFEROR'S LETTER TO UNDP  
CONFIRMING INTEREST AND AVAILABILITY  
FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT**

Date \_\_\_\_\_

*(Name of Resident Representative/Bureau Director)*  
United Nations Development Programme  
*(Specify complete office address)*

Dear Sir/Madam :

I hereby declare that :

- a) I have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities of [ *indicate title of assignment* ] under the [ *state project title* ];
- b) I have also read, understood and hereby accept UNDP's General Conditions of Contract for the Services of the Individual Contractors;
- c) I hereby propose my services and I confirm my interest in performing the assignment through the submission of my CV or Personal History Form (P11) which I have duly signed and attached hereto as Annex 1;
- d) In compliance with the requirements of the Terms of Reference, I hereby confirm that I am available for the entire duration of the assignment, and I shall perform the services in the manner described in my proposed approach/methodology which I have attached hereto as Annex 3 *[delete this item if the TOR does not require submission of this document]*;
- e) I hereby propose to complete the services based on the following payment rate : *[pls. check the box corresponding to the preferred option]*:  
  
 An all-inclusive daily fee of *[state amount in words and in numbers indicating currency]*  
 A total lump sum of *[state amount in words and in numbers, indicating exact currency]*, payable in the manner described in the Terms of Reference.
- f) For your evaluation, the breakdown of the abovementioned all-inclusive amount is attached hereto as Annex 2;
- g) I recognize that the payment of the abovementioned amounts due to me shall be based on my delivery of outputs within the timeframe specified in the TOR, which shall be subject to UNDP's review, acceptance and payment certification procedures;
- h) This offer shall remain valid for a total period of \_\_\_\_\_ days *[minimum of 90 days]* after the submission deadline;



i) I confirm that I have no first degree relative (mother, father, son, daughter, spouse/partner, brother or sister) currently employed with any UN agency or office *[disclose the name of the relative, the UN office employing the relative, and the relationship if, any such relationship exists];*

j) If I am selected for this assignment, I shall *[pls. check the appropriate box]:*

- Sign an Individual Contract with UNDP;
- Request my employer *[state name of company/organization/institution]* to sign with UNDP a Reimbursable Loan Agreement (RLA), for and on my behalf. The contact person and details of my employer for this purpose are as follows:

\_\_\_\_\_

\_\_\_\_\_

k) I hereby confirm that *[check all that applies]:*

- At the time of this submission, I have no active Individual Contract or any form of engagement with any Business Unit of UNDP;
- I am currently engaged with UNDP and/or other entities for the following work :

Assignment	Contract Type	UNDP Business Unit / Name of Institution/Company	Contract Duration	Contract Amount

- I am also anticipating conclusion of the following work from UNDP and/or other entities for which I have submitted a proposal :

Assignment	Contract Type	Name of Institution/ Company	Contract Duration	Contract Amount

l) I fully understand and recognize that UNDP is not bound to accept this proposal, and I also understand and accept that I shall bear all costs associated with its preparation and submission and that UNDP will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

m) **If you are a former staff member of the United Nations recently separated, pls. add this section to your letter:** I hereby confirm that I have complied with the minimum break in service required before I can be eligible for an Individual Contract.

n) I also fully understand that, if I am engaged as an Individual Contractor, I have no expectations nor entitlements whatsoever to be re-instated or re-employed as a staff member.

Full Name and Signature:

Date Signed :

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**Annexes** *[pls. check all that applies]:*

- CV or Duly signed P11 Form
- Breakdown of Costs Supporting the Final All-Inclusive Price as per Template
- Brief Description of Approach to Work (if required by the TOR)

## BREAKDOWN OF COSTS SUPPORTING THE ALL-INCLUSIVE FINANCIAL PROPOSAL

A. **Breakdown of Cost by Components:**

Cost Components	Unit Cost	Quantity	Total Rate for the Contract Duration
<b>I. Personnel Costs</b>			
Professional Fees			
Life Insurance			
Medical Insurance			
Communications			
Land Transportation			
Others (pls. specify)			
<b>II. Travel Expenses to Join duty station</b>			
Round Trip Airfares to and from duty station			
Living Allowance			
Travel Insurance			
Terminal Expenses			
Others (pls. specify)			
<b>III. Duty Travel</b>			
Round Trip Airfares			
Living Allowance			
Travel Insurance			
Terminal Expenses			
Others (pls. specify)			

**B. Breakdown of Cost by Deliverables\***

<b>Deliverables</b> <i>[list them as referred to in the TOR]</i>	<b>Percentage of Total Price</b> <b>(Weight for payment)</b>	<b>Amount</b>
Deliverable 1		
Deliverable 2		
....		
<b>Total</b>	<b>100%</b>	<b>USD .....</b>

*\*Basis for payment tranches*