



TOR for INDIVIDUAL CONSULTANT ICPN/2021/246

Projects name: Support to the Parliament of Ukraine in Sustainable Energy and Environment Area, #00109445
Post title: National Consultant - Communications Expert
Country / Duty Station: Kyiv, Ukraine (home-based)
Expected places of travel (if applicable): n/a
Beginning date: (tbc) April 19, 2021
Duration of assignment / or end date (if applicable): 31 July 2021; up to 43 working days;
Supervisor's name and functional post: Viktoriia Yershova, Project Manager, Support to the Parliament of Ukraine in Sustainable Energy and Environment Area
Payment arrangements: Daily Fee (based on number of certified worked days)
Administrative arrangements: Working space, equipment, consumables will be provided by the Consultant
Selection method: Lowest price and technically compliant offer

1. BACKGROUND

Ukraine has a long list of environmental reform priorities. However, the speed of the reforms in the area of sustainable energy and environment (SEE) is slowed down by the difficulties in adopting the needed legislation related to the capacity of the parliament and a large number of low-quality legal initiatives. To speed up the SEE related reforms, UNDP seeks to improve the capacity of the parliament of Ukraine and enhance environmental advocacy among politicians, mass media and the public.

The Project “Support to the Parliament of Ukraine in Sustainable Energy and Environment Area” aims to support the Members of Parliament and the relevant parliamentary committees (specifically, VRU Committee on Environmental Policy and Environmental Management and VRU Committee on Energy, Housing and Utilities Services) with quality analytical, communications and advocacy support. The analytical support that is provided by the Project covers a wide range of issues in the SEE area, including climate change mitigation and adaptation; energy efficiency and security; waste management; GHG monitoring reporting and verification; green auctions; sustainable transportation; green finance and more. The overall work of the Secretariat is based on the sustainable development principles, and where possible and necessary, links with the Sustainable Development Goals (SDGs). Besides, the Project aims at increasing visibility of SEE issues through communications and advocacy activities.

In this context, UNDP invites applications from highly qualified and experienced Ukrainian professionals for the post of a Communications Expert.

2. MAIN OBJECTIVES OF THE ASSIGNMENT

The overall objective of the assignment is to ensure quality communications and event coordination support on the issues of sustainable energy and environment.

The Communications Expert will be responsible for creating and crafting compelling communications content which engages audiences in a dynamic, interactive and meaningful way and sparks conversations around SEE issues.. She/he will help plan and implement the editorial calendar for the projects and social media channels (Twitter, Facebook, YouTube, Flickr, Instagram and Telegram). This work will involve curating content on specific topics, editing this content for various platforms. She/he will be responsible for ongoing monitoring of key performance indicators (KPI) and web/social media analytics tools.

3. DESCRIPTION OF RESPONSIBILITIES / SCOPE OF WORK

Under the direct supervision of the SEE Project Manager and in coordination with the UNDP CO, the Consultant will perform the following activities.

1. Review the background documents provided by UNDP to obtain better understanding of the project goals and context in order to tailor the communication and visibility products to project priorities.
2. Ensure provision of **communication support** to the project, focusing on achievement of the following results:
 - 2.1. Develop and ensure implementation of monthly communications action plans, which should include communications objectives and target audiences; key messages; hashtags and key stakeholders to be tagged; planned distribution channels, including social media; communications and publications work plan; key success indicators:
 - 2.2. Prepare relevant articles, blog posts and/or project related success stories, convey project news for publication at the UNDP website and social media, including Facebook, Instagram, YouTube, Twitter, Issuu, Medium and others. At minimum, the Consultant will need to prepare at least 1 article or success story per 2 weeks in English and Ukrainian.
 - 2.3. Conduct media analysis, monitor social media and related publications, prepare press-clipping reports.
 - 2.4. Contribute to the development and dissemination of policy papers, policy briefs, articles, statements and other informational notes on various SEE issues.
 - 2.5. Contribute to the development of the project promotion and information materials such as leaflets, brochures, newsletters, and ensure their quality and timely production.
 - 2.6. Coordinate with UNDP to ensure that all prepared materials adhere to UN communications guidelines and requirements.
 - 2.7. Prepare infographic materials to illustrate the current results of the Project. The consultant is expected to provide the ideas for design and content in electronic format. Professional design and publication of the infographic to be covered by UNDP.
 - 2.8. Assist with other tasks that ensure outreach and visibility.
 - 2.9. Support live tweeting, YouTube/Facebook broadcasting from relevant events.
 - 2.10. Keep track of the Parliament members, governmental representatives, local authorities, who improved knowledge on sustainable energy and environment issues through Project on/offline events (discussions, round tables, hearings), prepare regular reports as requested by UNDP.

To ensure the delivery of the above tasks, the Consultant will:

- Liaise and ensure constant communication/coordination with UNDP project team regarding all aspects of the assignment.
- Submit all the deliverables for review, comments and approval to UNDP project team as requested.
- Hold consultations with UNDP project team as requested.
- Strictly observe UNDP standards and practices related to communications and visibility efforts.

4. DELIVERABLES

The expected duration of the assignment is until 31 July 2021 and envisaged workload is up to 43 working days. The target date for the start of work is 19 April 2021. Due to routine nature of the given assignment, the Consultant would be required to regularly coordinate the list of short and medium-term plans/deliverables with the Project Manager and proceed with implementation.

Deliverable1: Detailed initial communications action plan capturing (but not limited to) communications objectives and target audiences; key messages; hashtags and key stakeholders to be tagged; planned

distribution channels, including social media; communications and publications work plan; key success indicators – within 5 working days from the contract signature day in the format agreed with UNDP.

Deliverable 2: Monthly reports capturing the list of deliverables and progress made, timesheets and the plan for next month - each month in the format agreed with UNDP.

Specific deliverables to be achieved during the contract period include:

- Monthly communications action plans are developed, agreed and fully implemented.
- Monthly media monitoring on sustainable energy and environment issues completed and press-clipping reports prepared.
- Project related informational, analytical and promotional materials are developed in strict compliance with UN communications requirements, widely disseminated among target audiences, and relevant reports prepared in the format agreed with UNDP.
- Project on/offline events are organized/facilitated in accordance with agreed project work plan and communications action plan, as well as in compliance with UNDP rules and guidelines. Follow-up reports in the format agreed with UNDP are prepared and submitted.

5. MONITORING/REPORTING REQUIREMENTS

The expected duration of the assignment is until 31 July 2021 and envisaged workload is up to 40 working days. The Consultant would be required to regularly coordinate the list of short and medium-term plans/deliverables with the Project Manager and proceed with implementation. Deliverables will be monitored and certified based on the following reports:

- Monthly reports capturing the list of deliverables and progress made, timesheets and the plan for next month - each month in the format agreed with UNDP

The Consultant will work under the overall supervision of the Project Manager.

The consultant will interact with UNDP Energy and Environment Portfolio Team Leader, Programme Analyst and other CO staff to receive any clarifications and guidance that may be needed. He/she will also receive all necessary informational and logistical support from UNDP Country Office and the Project.

The Consultant will duly inform UNDP of any problems, issues or delays arising in the course of implementation of assignment and take necessary steps to address them.

All reports and results are to be submitted to the UNDP in electronic form (*.docx, *.xlsx, *.pptx, and *.pdf or other formats accepted by UNDP).

6. EXPERIENCE AND QUALIFICATIONS REQUIREMENTS

1. Education

- a. Advanced University Degree (at least Specialist's/Master's or higher) in Journalism, Marketing, Public Relations, Communications, Economics, Environmental Sciences, Environmental Management, Social Sciences, Political Science, Development, International Relations, Linguistics or other relevant studies.

2. Work Experience

- a. At least 2 years of working experience in writing and editing publications, articles, newsletters, e-mail digests, blog entries, human and success stories, developing communication materials and/or implementing media/communications strategies and plans, including digital.
- b. Proven excellent writing skills (must provide samples of at least 3 previously prepared or co-authored articles or documents).

- c. Proven experience in social media outreach, including executing and monitoring social media campaigns, would be an advantage (must provide at least 1 sample of previous relevant work).
- d. Previous experience with environmental and political issues, sustainable development, energy, renewable energy sources and energy efficiency or relevant field is a strong asset.
- e. Previous relevant experience with UNDP, other UN Agency, international organizations or donors would be a strong advantage.

3. Language (s)

Excellent Ukrainian/Russian communication and presentation skills are essential. Fluency in English is required.

7. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Applicants shall submit the following documents:

Required

- Personal CV or P11, including information about past experience in similar projects / assignments and contact details for referees
- Samples of at least 3 previously prepared or co-authored articles or documents
- Brief description of at least 1 previously executed social media campaign (optional)
- Financial proposal
- Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP

UNDP documents templates are available at the following link:

<https://www.dropbox.com/sh/gl77bauo27ed0l9/AACGhkF0QmlC5dhm5HZutu2Fa?dl=0>

Please note that online system does not recognise Russian or Ukrainian language, information you provide in on-line application should be in English. You may combine your CV, financial proposal and other necessary information in one PDF file and upload the document. Incomplete applications will not be considered.

8. FINANCIAL PROPOSAL

Contracts based on daily fee

The financial proposal will specify the daily fee, travel expenses and per diems quoted in separate line items, and payments are made to the Individual Consultant based on the number of days worked.

Travel costs

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

9. EVALUATION CRITERIA

- At least 2 years of working experience in writing and editing publications, articles, newsletters, e-mail digests, blog entries, human and success stories, developing communication materials and/or implementing media/communications strategies and plans, including digital: pass/fail;
- Proven excellent writing skills (must provide samples of at least 3 previously prepared or co-authored articles or documents): pass/fail;
- Proven experience in social media outreach, including executing and monitoring social media campaigns, would be an advantage (must provide at least 1 sample of previous relevant work): pass/fail;
- Previous experience with environmental and political issues, sustainable development, energy, renewable energy sources and energy efficiency or relevant field is a strong asset: pass/fail;
- Previous relevant experience with UNDP, other UN Agency, international organizations or donors would be a strong advantage: pass/fail.

10. EVALUATION METHOD:

Lowest price and technically compliant offer

Contract award shall be made to the incumbent whose offer has been evaluated and determined as both:

- a. responsive/compliant/acceptable (fully meeting the TOR provided), and
- b. offering the lowest price/cost.

Prepared by *Viktoriiia Yershova*
Viktoriiia Yershova, Project Manager, Support to the Parliament of Ukraine in Sustainable Energy and Environment Area

Approved by *Oleksandr Sushchenko*
Oleksandr Sushchenko, Team Leader (Environment)

Cleared by *[Signature]*
Denys Shliapkin, Procurement Assistant