

TERMS OF REFERENCE

TOR reference number	<i>TOR-VNM-2020-014</i> (please refer to this number in the application letter)
Title	Junior National Communications Consultant
Purpose	To support the implementation of the communications strategy of UN Women in Viet Nam.
Location	Ha Noi
Contract duration	15 March 2020 to 30 September 2020 (maximum 80 working days)
Contract supervision	UN Women Communications Officer
Application deadline	1 March 2020

I. BACKGROUND

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security. Placing women’s rights at the center of all its efforts, UN Women leads and coordinates United Nations system efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world. It provides leadership in support of Member States’ priorities and efforts, building effective partnerships with civil society and other relevant actors.

The goal of UN Women’s Communication Strategy is to support the positioning of women’s empowerment and gender equality as key issues on the international and national agendas and establish UN Women’s role as the global authority in this context. This entails showcasing its leadership as an advocate and knowledge provider on gender equality, a provider of results-oriented, impactful interventions on the ground, and a skilled facilitator of normative and UN coordination processes.

During the assignment, the Junior National Communications Consultant will support UN Women Communications Officer in Viet Nam to implement UN Women communications strategy in Viet Nam including, the Beijing +25 Campaign, the International Women’s Day, the Generation Equality Satellite and the Women, Peace and Conflict conference and other activities. The Consultant will also help manage UN Women’s social media networks in Viet Nam and work closely with the UN Women Viet Nam programme Team and the UN Viet Nam Communications

Team to effectively communicate the impact of UN Women’s work and advocacy messages to promote equality for women and girls.

Specific tasks are indicated below.

OBJECTIVE OF THE CONSULTANCY

- Maintain UN Women’s social media networks in Viet Nam
- Support the implementation of the Generation Equality Campaign, IWD activities Women, Peace and Security Conference
- Support UN Women Programme Team to develop communications materials and human-interest stories on the impact of UN Women’s work and advocacy messages to promote gender equality
- Support media and communication outreach for UN Women events as required by UN Women Programme Team

II. SCOPE OF WORK AND SPECIFIC TASKS

The consultant is required to perform the following tasks:

Tasks	Deliverables
1. Support the preparation and implementation for Generation Equality Campaign, IWD and Women, Peace and Security Conference (35 days)	Media coverage report and communications materials completed
2. Support programme officers develop inspiring stories highlighting the lives and work of women that UN Women have supported directly and indirectly through our programme (10 days)	4 stories completed
3. Maintain UN Women Viet Nam’s social media networks (25 days)	- At least 5 postings per week on VCO Facebook and Twitter -Increase at least 5,000 likes for VCO Facebook and 800 followers on Twitter
4. Support media and communication outreach for UN Women events as required by UN Women Programme Team (10 days)	Media coverage report and communications materials completed

IV. DURATION OF ASSIGNMENT AND DUTY STATION

Duration of Assignment

The tentative contractual period is from 15 March 2020 to 30 September 2020 (maximum 80 working days).

Payment

Payments will be made in instalments based upon the timesheet of actually working days and satisfactory completion of agreed outputs approved by UN Women Viet Nam Communications Officer

Duty station

The consultant is expected to work at UN Women Office and travel to project sites if required.

V. CONTRACT SUPERVISION

The consultant will work under the direct supervision of UN Women Viet Nam Communications Officer.

VI. SCHEDULE OF WORK, DELIVERABLES AND SCHEDULE OF PAYMENT

Deliverables	Tentative deadlines
A 1-2-page report for April, May and June with a summary report of outputs completed a social media report of Q2, 2 stories completed	30 June 2020
A 1-2-page report for July, August and September with a summary report of outputs completed a social media report of Q3, 2 stories completed	30 September 2020

VII. DEGREE OF EXPERTISE AND QUALIFICATIONS

Candidates who meet the following criteria should apply.

Required qualifications:

- Bachelor degree in social sciences, journalist, media relations, development, gender or related field.
- Relevant experience in public relations, communications or advocacy on gender equality and/or development issues, specializing in implementation and assistance to implement the communications activities and social media campaign
- Good knowledge with photography, videography, graphic design and social media and in handling of web-management systems
- Fluent in both English and Vietnamese. Excellent English writing skills is essential.

VIII. EVALUATION CRITERIA

Candidates will be selected on the basis of cumulative analysis of:

- Technical Qualification (100 points) weight [70%]
- Financial/Price Proposal (100 points) weight [30%]

A two-stage procedure will be utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared. Only the price proposal of the candidates who passed the minimum technical score of 70% of the obtainable score of 100 points in the technical qualification evaluation will be evaluated.

a. Technical qualification evaluation criteria:

The total number of points allocated for the technical qualification component is 100. The technical qualification of the offer or/individual is evaluated based on following:

No.	Criteria	Point
1	Bachelor degree in social sciences, journalist, media relations, development, gender or related field	10
2	1 year of relevant experience in public relations, communications or advocacy on gender equality and/or development issues, specializing in implementation and assistance to planning and design the communications strategies and/or workplans.	40
3	Experience in the usage of computers and office software packages and good knowledge with photography, videography, graphic design and social media and in handling of web-management systems	30
4	Fluent in both writing and speaking English	20

Please note shortlisted candidates will be invited for written test and interview. The results will be incorporated in the technical evaluation criteria.

b. Financial/Price Proposal review criteria:

The total number of points allocated for the price component is 100. The maximum number of points will be allotted to the lowest price proposal that is opened/evaluated and compared among those technical qualified candidates who have attained a minimum of 70% score in the technical evaluation. All other price proposals will receive points in inverse proportion to the lowest price.

IX. APPLICATION PROCEDURE AND DEADLINE

Interested applicants must submit the following document/information (in PDF format) to demonstrate their qualifications

Technical component:

- Letter of interest explaining why they are the most suitable for the work
- Signed Curriculum vitae with at least 2 names and details of references

Financial component:

- The financial proposal shall specify in VND the consultancy fee. The assignment will require the selected candidate to travel to the project sites. All related travel costs of these missions will be informed in advance and will be paid based on actual expense.
- Please note that the cost of preparing a proposal and of negotiating a contract, including any related travel, is not reimbursable as a direct cost of the assignment.
- If quoted in other currency, prices shall be converted to VND at UN Exchange Rate at the submission deadline.

Complete applications should be sent to <procurement.vietnam@unwomen.org>. Technical proposal has to be sent **separately** with Financial proposal. Only applications meet with all items mentioned above will be considered.

Deadline for Application: **1 March 2020**

NOTE: Documents required before contract signing:

- UN Personal History Form.
- Photo of ID/passport.
- Full medical examination and Statement of Fitness to work and travel for consultants with travel involved. (This is not a requirement for RLA contracts).
- Health Certificate. Individual subscribers over 65 years of age are required to undergo a full medical examination including x-rays at their own cost and obtaining medical clearance from the UN Medical Dotor prior to taking up their assignment.
- Release letter in case the selected consultant is government official.
- BSAFE certificate.