

United Nations Children's Fund (UNICEF)

Vientiane, Lao PDR

Individual Consultancy: National Consultant: Communication Field Support Officer

## Terms of Reference

2022 is the first year of the new Government of Lao PDR and UNICEF Country Programme 2022-2026. Establishing visibility for this new programme, and fundraising for its various components, is a major task for the communication section in 2022 and beyond. Advocacy, communication and C4D is one of the key implementation strategies to achieve programme results.

The incumbent will support the Communication Section to implement the Country Office Advocacy and Communication Strategy with a focus on field support through advocacy work. Particularly, he or she will support the team to support communication work, especially donor and programmatic visit; organize events, field visits and youth engagement activities; and engage key influencers.

### 1. Purpose:

Under the supervision of the Chief of Communication, the incumbent of the post will contribute to the strengthening of UNICEF's Advocacy and Communication Strategy in Lao PDR in order to achieve better results for vulnerable children and women.

### 2. Work Assignments:

- Support in field visits including translation support, photography, and videography, including post production.
- Support in collecting information and conducting interviews of beneficiaries and partners to contribute to the drafting of human-interest stories, photo essays, videos, social media posts, and other relevant communication products.
- Helps organize and generate public support for special events and activities; assists in the preparation of communication materials for briefing and visits of media, goodwill ambassadors, donors, National Committee representatives and other special interest groups. Assists in the planning, logistic and administrative arrangements for them.

- Assists in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy, partnerships and communications objectives.
- Assists in the review of communication, advocacy, and visibility products to ensure quality control and adherence to UNICEF standards in Lao.
- Assists in the monitoring of the appropriate and timely dissemination of advocacy, partnerships, and communications materials to target audiences.
- Establishes/maintains an up-to-date documentation centre for publications, press releases and clippings, as well as photographic and audio-visual materials (photo library) and mailing lists.
- Assists in the administrative process of requests for assistance for the communication section.
- May be required to carry out specific administrative operational/control tasks for project/programme activities for the communication section.
- Effective and timely assistance and support are provided in developing, drafting, and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.
- Effective and timely assistance during campaigns and special events.

### 3. /Experience Required:

#### Qualifications and Experience

- Bachelor Degree in Communications, International Relations, Public Relations, Social/Human Sciences or other related field.
- 2-3 years of relevant work experience at national or international level in the areas of advocacy, communication, resource mobilisation and partnership.

#### Competencies

- Ability to work in a team.
- Ability to cope with stressful and difficult conditions and political/cultural sensitivity and ability to work in international and multicultural environment.
- Proven experience in implementing time limited projects.

- Ability to express clearly and concisely ideas and concepts in written and oral form and to produce reports in a timely manner;
- Ability to work independently as well as with a team in an international, multicultural and interdisciplinary environment and establish harmonious and effective working relationships both within and outside the organization;

Languages

Fluency in Lao and English is essential, excellent drafting skills as well as oral presentation skills.

**4. Location:**

Vientiane, Lao PDR.

**5. Duration:**

11.5 months (1 August 2022– 15 June 2023)

**6. Deliverables**

<b>Deliverables</b>	<b>Expected deliverables</b>	<b>Timeline</b>
	Period: 1 August 2022 to 15 June 2022	
Total 11 monthly reports, plus one-half month report	activities, Monthly report, summarizing key achievements, progress.	By the end of each month

**7. Reporting Requirements**

All submitted documents will be submitted in English and discuss with the supervisor, the Chief of Communication. Monthly reports to be submitted to the supervisor of the consultant.

**8. Payment Schedule linked to deliverables**

Payment will be made a monthly payment upon receipt a monthly report and satisfactory of all work assignments. UNICEF will provide DSA (based on UNICEF rules) and travel cost during the field visits and data collection as needed.

<b><i>Deliverables</i></b>	<b><i>Payment (including business travel fee) be directly linked with satisfactory deliverables</i></b>	<b><i>Reporting Requirements for each deliverable</i></b>
<b>Original</b>	Period: 1 August 2022 to 15 June 2023	
Total 11 monthly reports, plus one-half month report	consultancy fee payable against deliverables and monthly report duly signed and submitted to UNICEF.	To be written English and submitted to the Chief of Communication

**9. Administrative Issues:**

The consultant will have access to internet, printer and office space. In order to produce content and/or facilitate field visits, the consultant might need to travel to the different provinces. UNICEF will cover travel. Travel cost will be calculated based on economy class regardless of the length of travel

**10. Contract supervisor:**

Consultant will be supervised by the Chief of Communications, under the overall guidance of the Representative.

**11. Nature of ‘Penalty Clause’ to be Stipulated in Contract:**

Unsatisfactory performance: In case of unsatisfactory performance the contract will be terminated by notification letter sent five (5) business days prior to the termination date in the case of contracts for a total period of less than two (2) months, and ten (10) business days prior to the termination date in the case of contracts for a longer period

Performance indicators: Consultants’ performance will be evaluated against the following criteria: timeliness, quality, and relevance/feasibility of recommendations for UNICEF Lao PDR.

**12. Submission of applications:**

Interested candidates are kindly requested to apply and upload the following documents to:

<http://www.unicef.org/about/employ/>

- Letter of Interest (cover letter)
- CV or Resume

- Performance evaluation reports or references of similar consultancy assignments (if available)
- Financial proposal: All-inclusive lump-sum cost including a breakdown by consultancy, fee, travel, and medical insurance covering medical evacuation for the whole duration of the assignment for this assignment as per work assignment.

The deadline for applications: **20 June 2022**

### 13. Assessment Criteria:

A two-stage procedure shall be utilized in evaluating proposals, with an evaluation of the technical proposal being completed prior to any price proposal being compared.

Applications shall therefore contain the following required documentation:

1. Technical Proposal, including a cover letter, updated CV, and copies of 2 relevant evaluations performed earlier by the consultant.
2. Financial Proposal: Lump-sum offer with the cost breakdown: Consultancy fee, medical insurance covering the period assignment, and travel costs (economy class). The travel (if involved) shall be based on the most direct and economy fare.

No financial information should be contained in the technical proposal.

Shortlisted candidates will be evaluated based on the cumulative analysis method (weight combined score method):

#### a) Technical Qualification (max. 100 points) weight 70 %

- Degree in Communication, public relations or similar (20 points)
- Knowledge of advocacy and communication tactics and social media management for which a test might be conducted (30 points)
- Experience in content creation, social media monitoring, digital engagement (30 points)
- Quality of past work (e.g. understanding, methodology) (20 points)

#### b) Financial Proposal (max. 100 points) weight 30 %

The maximum number of points shall be allotted to the lowest Financial Proposal that is opened /evaluated and compared among those technical qualified candidates who have attained a minimum 70 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.

The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, **subject to the satisfactory result of the verification interview.**

### 14. Programme Area, Outputs and Specific Key Results Areas in the Rolling Work Plan:

Section Request: Communication.  
Programme Area: Communication.

**Country Programme Document 2022-2026:**

**Outcome 2:** By 2022, national policy environment and systems are improved for disadvantaged children, guided by knowledge and data.

**Output 1:** Partnerships and External Communication: By 2022, a broad range of partners for children are established through advocacy, communication and resource mobilization.

Included in approved AWP:  Yes  No