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TERMS OF REFERENCE

FOR THE POSITION OF A COMMUNICATION SPECIALIST

Programme title	Regional Office of the UN High Commissioner for Human Rights (OHCHR) for Central Asia in Bishkek (ROCA)
Short title of Assignment	Media Consultant
Duty Station:	Bishkek, Kyrgyz Republic
Type of Contract:	Individual contract (IC)
Duration of Contract:	124 effective person days (1 April 2020 – December 2020)

BACKGROUND:

The Regional Office of the High Commissioner for Human Rights (OHCHR) for Central Asia (ROCA) was established in 2008 in Bishkek, Kyrgyzstan and currently covers all five countries in the region: Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan and Turkmenistan.

The mandate of the United Nations High Commissioner for Human Rights was set out in the General Assembly resolution 48/141 of 20 December 1993. According to the Agreement establishing ROCA that was signed by the Government of Kyrgyzstan and OHCHR, ROCA will engage with Governments, intergovernmental organizations, civil society, the private sector as well as relevant United Nations partners, to formulate and implement strategies, programmes and measures for the promotion and protection of all human rights in the countries of Central Asia.

Public Information is critical to engaging with ROCA's changing audience, in particular, members of the public, civil society and programme partners. With the vast coverage area, ROCA needs to find effective, efficient, more creative and innovative ways to engage with its audience. Increased visibility should boost recognition, awareness and education on human rights in Central Asia.

OBJECTIVES OF THE ASSIGNMENT

The objective is to assist ROCA in expanding the office's presence in the information space in Central Asia, improving external communication and relevant outputs and widening access to information on ROCA activities in the field of protecting and promoting human rights.

SCOPE OF WORK

Under the supervision of the OHCHR National Programme Officer, the incumbent will ensure that work is carried out to develop a communication plan for ROCA and assist in its implementation. The incumbent will provide a monthly communication plan not later than the 24th of each month for the upcoming month, to be shared with all teams within ROCA. The plan will include the incumbents work schedule, upcoming events to be covered in social media, by press release or with press conferences, and will be based on contributions from all teams.

The incumbent will provide support to ROCA in its outreach to mass media and journalists.

The incumbent will develop and provide visibility materials as required, including liaising with designers and printers and ensuring that material includes required.

The incumbent will administer ROCA accounts on Facebook and Instagram and will regularly prepare relevant products for posting on various social networks reflecting information about ROCA activities, OHCHR relevant materials pertaining to Central Asia and other materials promoting human rights standards among the wider public. This work will be carried out in line with the monthly communication plan.

On completion of the assignment, the incumbent will prepare an analysis of the overall effectiveness and reach of communication activities during the consultancy, and develop recommendations based on this analysis. This will be based on indicators provided by the consultant in relation to individual media posts and events.

While the incumbent will work on a flexible basis, the incumbent will agree on certain set hours during which they will be present in the ROCA office. This will include at least two half days each week. This information will be included in the monthly workplan.

FINAL DELIVERABLES

Products	Deadline	Payment structure
<p><u>Deliverable 1</u></p> <p>Develop strategic communication plan for 2020 based on inputs from all ROCA staff;</p> <p>ROCA Monthly Communication Plan covering all five countries of Central Asia, taking into account existing budgetary allocations;</p> <p>Update and maintain list of media outlets and journalists in all five countries of Central Asia that will be used by ROCA for future dissemination of its media products;</p> <p>Participation in two UNCG meetings in Kyrgyzstan;</p> <p>Administration of ROCA accounts on Facebook and Instagram and publication of at least 3 information materials/entries per week, including story-telling stories, thematic posts, and information about events held, in line with monthly communication plan;</p> <p>Communication support for at least 8 events organized by ROCA, in line with monthly communication plan;</p> <p>Attending at least 3 events organized by ROCA, in line with monthly communication plan, to provide communication support;</p> <p>Progress report on achievement of deliverable 1 submitted and approved by the National Programme Officer.</p>	<p>16 effective person days from the contract signing date but not later than 24 April 2020</p>	<p>18%</p>
<p><u>Deliverable 2</u></p>		

<p>Develop ROCA Monthly Communication Plan covering all five countries of Central Asia for each month;</p> <p>Maintain regular information exchange and coordination with Communication Officers of the UN Resident Coordinators in Central Asia, and participating in two UNGC meetings in Kyrgyzstan;</p> <p>Administration of ROCA accounts on Facebook and Instagram and publication of at least 3 information materials/entries per week, including story-telling stories, thematic posts, and information about events held, in line with monthly communication plan;</p> <p>Communication support for at least 8 events organized by ROCA, in line with monthly communication plan;</p> <p>Attending at least 3 events organized by ROCA, in line with monthly communication plan, to provide communication support;</p> <p>Progress report on achievement of deliverable 2 submitted and approved by the National Programme Officer.</p>	<p>40 effective person days from the contract signing date, but not later than 25 June 2020</p>	<p>18%</p>
<p><u>Deliverable 3</u> At the stage of implementation:</p> <p>Develop ROCA Monthly Communication Plan covering all five countries of Central Asia for each month;</p> <p>Support ROCA in the implementation of its Communication Plan in each of the five countries of Central Asia;</p> <p>Regular information exchange and coordination with Communication Officers of the UN Resident Coordinators in Central Asia, and participating in two UNGC meetings in Kyrgyzstan;</p> <p>Assistance in organizing events for the International Day in Support of Victims of Torture (26 June), as well as provision of media/information support;</p> <p>Organizing a media contest in cooperation with other organizations devoted to the 26 June 2020, focusing on torture prevention in Central Asia;</p> <p>Administration of ROCA accounts on Facebook and Instagram and publication of at least 3 information materials/entries per week, including story-telling stories, thematic posts, and information about events held, in line with monthly communication plan;</p> <p>Communication support for at least 8 events organized by ROCA, in line with monthly communication plan;</p> <p>Attending at least 3 events organized by ROCA, in line with monthly communication plan, to provide communication support;</p>	<p>64 effective person days from the contract signing date but not later than 25 August 2020</p>	<p>18%</p>

<p>Progress report on achievement of deliverable 3 submitted and approved by the National Programme Officer.</p>		
<p><u>Deliverable 4</u> At the stage of implementation:</p> <p>Develop ROCA Monthly Communication Plan covering all five countries of Central Asia for each month;</p> <p>Support ROCA in implementation of Five Communication plans for each of the countries of Central Asia;</p> <p>Coordination with Communication officers of the UN Resident Coordinators in Central Asia, and participating at two UNCG meetings in Kyrgyzstan;</p> <p>Administration of ROCA accounts on Facebook and Instagram and publication of at least 3 information materials/entries per week, including story-telling stories, thematic posts, and information about events held, in line with monthly communication plan;</p> <p>Communication support for at least 8 events organized by ROCA, in line with monthly communication plan;</p> <p>Attending at least 3 events organized by ROCA, in line with monthly communication plan, to provide communication support;</p> <p>Progress report on achievement of deliverable 3 submitted and approved by the National Programme Officer.</p>	<p>88 effective person days from the contract signing date, but not later than 25 October 2020</p>	<p>18%</p>
<p><u>Deliverable 5</u> At the stage of implementation:</p> <p>Develop ROCA Monthly Communication Plan covering all five countries of Central Asia for each month;</p> <p>Support office in implementation of its Communication Plan in each of the five countries of Central Asia;</p> <p>Regular information exchange and coordination with Communication Officers of the UN Resident Coordinators in Central Asia, and participating in three UNCG meetings in Kyrgyzstan;</p> <p>Administration of OHCHR ROCA accounts in social networks (Facebook and Instagram) and publishing at least 40 information materials;</p> <p>Administration of ROCA accounts on Facebook and Instagram and publication of at least 3 information materials/entries per week, including story-telling stories, thematic posts, and information about events held, in line with monthly communication plan;</p>	<p>124 working days from the contract signing date upon approval of the final report, but not later than 08 December 2020</p>	<p>28%</p>

<p>Communication support for at least 8 events organized by ROCA, in line with monthly communication plan;</p> <p>Attending at least 3 events organized by ROCA, in line with monthly communication plan, to provide communication support;</p> <p>Assistance in organizing events for the Human Rights (10 December 2019) in five countries of CA, the 16 Days Campaign on Ending Violence Against Women, and media/information support;</p> <p>Distribution of the messages of the Secretary General, the UN High Commissioner for Human Rights and other messages dedicated to the Human Rights Day through mass media networks and ensuring wide mass media coverage;</p> <p>Final report submitted and approved by the National Programme Officer.</p>		
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REPORTING REQUIREMENTS

The incumbent will submit a final report in the agreed format briefly describing the effect of the Communication Plan and implemented media outreach activities.

The incumbent will submit lists of contacts for journalists and media outlets in all five Central Asia countries for future ROCA use.

The incumbent will need to include into the report a set of recommendations on how to continue implementation of ROCA’s communication strategy in order to ensure wider public outreach.

The report will be approved by the OHCHR National Programme Officer and will serve as a payment justification.

QUALIFICATION REQUIREMENTS

- University degree in journalism, information technologies or other.
- Minimum 3 years of work experience in public information sphere.
- Fluency in Russian and Kyrgyz. Knowledge of English is an advantage.

ADDITIONAL REQUIREMENTS FOR RECOMMENDED CONTRACTORS

Individual Consultants/Contractors whose assignments require travel and who are over 62 years of age are required, at their own cost, to undergo a full medical examination including x-rays and obtaining medical clearance from an UN-approved doctor prior to taking up their assignment.

Individual Consultants/Contractors are required to have vaccinations/inoculations when travelling to certain countries, as designated by the UN Medical Director. The cost of required vaccinations/inoculations, when foreseeable, must be included in the financial proposal. Any unforeseeable vaccination/inoculation cost will be reimbursed by UNDP.

SECURITY CLEARANCE

The Consultant should undertake the BSAFE training prior to travelling (only if travel is required). These requirements apply for all Consultants, attracted individually or through the Employer.

TRAVEL REQUIREMENTS

Duty Station: Bishkek, some travel in the vicinity of Bishkek is envisaged.

All travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket and Daily allowance exceeding UNDP rates. Should the IC wish to travel on a higher class he/she should do so using their own resources.

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.

OHCHR INPUT

n/a

SCOPE OF PRICE PROPOSAL

Preferred Currency of Offer: US Dollars

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverable (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diem, and number of anticipated working days).

For local contractors in Kyrgyzstan UNDP shall effect payment in Kyrgyz Som based on the prevailing UN operational rate of exchange on the month of payment. The prevailing UN operational rate of exchange is available for public from the following link: <http://treasury.un.org/operationalrates/OperationalRates.aspx>