



Terms of reference

Reference number	TOR-VNM-2021-005 <i>(Please refer to this number in the application)</i>
Assignment title	National Junior Communications consultant
Purpose	To support the implementation of the communications strategy of UN Women in Viet Nam
Location	Home-based with technical meetings in Ha Noi, Viet Nam
Contract duration	1 March to 31 December 2021 (maximum of 16 working days per month).
Contract supervision	UN Women Communications Officer, UN Women Viet Nam Country Office

I. Background

UN Women

Grounded in the vision of equality enshrined in the Charter of the United Nations, the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of substantive equality between women and men. The fundamental objective of UN Women is to enhance national capacity and ownership to enable national partners to formulate gender responsive laws, policies and upscale successful strategies to deliver on national and international commitments to gender equality.

Viet Nam context

In Viet Nam, UN Women's country strategy focuses on two areas: (i) Remove structural barriers that inhibit women's economic empowerment and resilience to economic shifts, disasters and climate change; and (ii) End Discrimination and Violence Against Women and Girls. As part of the first area of work, UN Women focuses on supporting evidence-based advocacy for gender-responsive normative frameworks, as well as coordinating high-level policy advocacy with strategic development partners.

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.

Therefore, UN Women is looking for a National Junior Communications Consultant to support the implementation of UN Women's Communications Strategy.

II. Objectives

- Maintain UN Women's social media networks in Viet Nam
- Support the implementation of International Women's Day 2021 activities under the theme "Women's leadership" and the Generation Equality Campaign.
- 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

III. Scope of Work and Expected Tasks

Scope of Work

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 International Women's Day, the Generation Equality campaign, 16 Days campaign 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.

Expected Tasks

Tasks	Deliverables
1. Support the preparation and implementation for Generation Equality Campaign, International Women's Day and 16 Days campaign (40 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 programmes (20 days)	10 stories completed
3. Maintain UN Women Viet Nam's social media networks (60 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 (40 days)	Media coverage report and communications materials completed

IV. Institutional arrangement

The national consultant will work under the supervision of the UN Women Communications Officer. The consultant will be ultimately responsible to the UN Women Country Representative in Viet Nam. The consultant is home-based with technical meetings in Ha Noi, Viet Nam. If the consultant is not based in Ha Noi then UN Women will cover the travelling cost based on EU-UN cost norms.

V. Deliverables and Schedule of Payment

The payment will be provided in 5 installments as follows:

Deadline	Deliverables	Schedule of Payments
30 April 2021	Communications coverage report of IWD and HeForShe campaign and social media report for Q1-2021, 2 stories completed (maximum 32 days)	20%
30 June 2021	Communications coverage report of programme activities and social media report for Q2-2021, 2 stories completed (maximum 32 days)	20%
30 August 2021	Communications coverage report of programme activities and social media report for campaigns, 2 stories completed (maximum 32 days)	20%
30 October 2021	Communications coverage report programme activities and social media report for Q3-2021, 2 stories completed (maximum 32 days)	20%
31 December 2021	Communications coverage report of 16 Days campaign and social media report for Q4-2021, 2 stories completed (maximum 32 days)	20%

VI. Duration of Assignment and Duty Station

The consultancy will be conducted 160 working days from 1 March 2021 to 31 December 2021 with home-based and attending technical meetings in Ha Noi.

VII. Application Evaluation Criteria

The applicant will be evaluated based on technical capacities (70%) and financial proposal (30%). The technical evaluation will be based on the following criteria:

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.	30
3	Experience in the usage of computers and office software packages and photography, videography, graphic design and social media and in handling of web-management systems	30
4	Having experience working with UN agencies or international organizations	10
5	Fluent in both writing and speaking English	20
Total		100

Core Values and Competencies

In addition to the aforementioned requirements and qualifications, the candidate must share the core values and core competencies of the organization.

Core Value

- Respect for Diversity
- Integrity
- Professionalism

Core Competencies

- Awareness and Sensitivity Regarding Gender Issues
- Accountability
- Creative Problem Solving
- Effective Communication
- Inclusive Collaboration
- Stakeholder Engagement
- Leading by Example

Please visit this link for more information on UN Women's Core Values and Competencies:

<http://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-employment-values-and-competencies-definitions-en.pdf>

The weight of technical points is 70% and the financial points are 30%. Individual consultant will be evaluated based on Cumulative analysis, the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

- a) Responsive/compliant/acceptable;
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

VIII. Application Procedure and Deadline

Candidates are requested to send the following documents in one application email to procurement.vietnam@unwomen.org

1. An application letter explaining your interest in the consultancy and why you are the most suited candidate for the consultancy position;
2. Updated CV;
3. Personal History Form (P11). The P11 Form can be downloaded from the following website: <http://asiapacific.unwomen.org/en/about-us/jobs>;
4. Financial proposal specifying a daily consultancy rate in VND and a breakdown per deliverable. UN Women will bear the costs of requested travel expenses following the UN-EU cost norm.

Deadline for Application: 31 January 2021

IX. Evaluation

The evaluation will be based on the combination of the weighted technical and financial scores (70 per cent technical and 30 per cent financial).

NOTE: Documents required before contract signing:

- UN Personal History Form;
 - Full medical examination and Statement of Fitness to work and travel for consultants with travel involved. (This is not a requirement for RLA contracts);
 - Completed UNDSS BSAFE online training course. Link: <https://training.dss.un.org/>
 - 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 Doctor before taking up their assignment.
 - Release letter in case the selected consultant is government official.
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