



TERMS OF REFERENCE

Communication Support Services

1. Introduction

UNFPA Swaziland country office has recently finalized its Communications Strategy which seeks to increase the efficiency of UNFPA Swaziland CO to deliver accurate, consistent, clear, well-coordinated, and effectively managed internal and external communication that is responsive to the diverse information needs of the CO. The specific objectives of the strategy are to:

- Increase the visibility of UNFPA Swaziland CO mandate and delivery on its mandate.
- Strengthen the capacity of UNFPA Swaziland CO to speak with one voice, internally and externally, through coherent messaging and improved technologies.
- Mobilize and rally support of strategic partners including UN agencies, government institutions, civil society organisations, the private sector and communities to intensify advocacy for the ICPD agenda and the SDG Agenda 2030, and in support of the 6th Country Programme (2016-2020).

To support the implementation of the Country Office Communication Strategy & Action Plan, UNFPA Swaziland Country Office seeks to enter into a long term agreements (LTA) with firm(s) for the provision of a number of communications services, including photography, graphic design and layout, audio and video productions, and newswriting/story writing and social media expertise.

2. Scope of Work

UNFPA seeks to enlist firm(s) to support UNFPA to provide the following key communications support services, on a needs basis:

2.1 *Photography* – to support UNFPA cover and chronicle photographs of multi-sector events, campaigns and photo-essays.

2.2 *Graphic design & layout (including info-graphics design)* – to support the graphic design and layout for printed publications and communication materials, including editing images/photos and layout, info-graphics and a wide range of communications and media products including newsletters, info-packs and brochures.

2.3 *Audio and video production/ film production* – support for the production of audio and video products (including human interest stories) to be used in various platforms to promote the UNFPA mandate areas.

2.4 *Documentation/publications resource management* – support the country office set up an electronic and physical resource library of all country office publications and resources.

Key Deliverables/Contract Arrangements

A long term agreement shall be signed between UNFPA and the firm. For every on-call engagement a purchase order (PO) shall be issued referring to the Long Term Agreement (LTA) attaching clear TOR/Specifications for each engagement specific services or goods to be delivered and specifying payment schedule for each deliverable. Deliverables will be determined by UNFPA Swaziland Country Office depending on specific communications support at a given time. The cost for the delivery of this will be quoted by the Consultancy firm beforehand and agreed upon between the firm and UNFPA before work commences. Please note that no retainer agreements will be entered into, only agreements for the specific performance of a particular communications service or product.

Qualifications & experience

The Consultant firm's team is expected to hold the following competencies, qualifications, and experience:

Competencies:

- *Professionalism* – shows pride in work and in achievements, motivated by professional rather than personal concerns;
- *Accountability* – is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- *Creativity* – ability to convey concepts in the most effective and visually appealing manner; ability to innovate and develop out-of-the-box ideas
- *Detail-oriented* – meticulous attention to detail, ensuring maximum accuracy in all tasks
- *Ability to work well under pressure* - to effectively meet tight deadlines and show persistence when faced with difficult problems or challenges, remains calm in stressful situations;
- *Effective written and oral communication and presentation skills* - tailoring language, tone, style and format to match audience;
- *Ability to originate or edit written content, for public and media use;*
- *Effective listener* – and correctly interprets messages from others and responds appropriately.

Qualifications:

- A minimum qualification of a Bachelor's degree in communications, mass communication/public relations, media studies, journalism, international relations, international development, marketing, advertising or another related field. A Master's degree will be an added advantage.
- A minimum of five years of relevant experience in one or more of the following areas: journalism, public relations, advocacy, international relations, marketing, development, advertising, digital communications, multimedia agencies, or another relevant field;
- Experience in media relations using traditional and social media, multi-media and a variety of platforms;
- Strong ability and skills in editing, layout, and the printing. Proficiency in Adobe Photoshop, Illustrator, and/or InDesign.
- Familiarity with the work of the United Nations Organization, its mandate, main areas of focus; United Nations bodies, agencies, entities and departments; current priorities issues will also be an added advantage;
- Active presence in major social media platforms, including but not limited to Facebook, Twitter, Google+, Instagram and LinkedIn.
- Strong analytical, presentation and writing (English) skills, and a strong ability to clearly communicate.

Submission of Applications

Physically, submit a motivation letter and a brief profile of services offered and traceable relevant experience, outlining the following:

- i. Consultant's understanding of TOR;
- ii. Highlight of key communications competency/skills areas Consultant(s) has and would like to be considered for;
- iii. Profiles of Firm's Consultancy Team (*highlighting competencies and experience relevant to the TOR*)
- iv. An outline of traceable experience in similar assignments.

In a sealed envelope marked: **“CONSULTANCY: COMMUNICATIONS SUPPORT SERVICES”** to:

Ms. Sally Mlotsa

HR Focal Person. UNFPA Swaziland. 2nd Floor, Lilunga House. MBABANE

OR: Emailed to mlotsa@unfpa.org copied to pdlamini@unfpa.org

Deadline for submission: Friday, 16 September, 2016 at 17h00. No late submissions will be accepted.