

Communication - Terms of Reference Service contract

Praia, Jun 2014

I. Organizational Context

Under the guidance and direct supervision of the Communications Analyst the Communications Officer will support the implementations of corporate communications strategy, as well as provides inputs to the design, management and implementation of the Country Office communications and publication strategies which are geared to influence the development agenda, promote public and media outreach and mobilize political and financial support for the Joint Office and United Nations in Cape Verde, in the context of One UN.

The Communication Officer will work in the context of the One UN activities and support Joint Office communications activities.

In collaboration with the Communication Analyst, the Communications Officer should promote a client-oriented approach in communication activities for One UN and Joint Office, including a specific task related to Pro-PALOP Timor Lest project.

The Communications Officer, will works in close collaboration with the Communication Working Group, RCO, Management of the Joint Office , Programme and Operations teams in the Country Office , staff of other UN Agencies in the country, UN HQs staff (Communications Office) and Regional Communications Managers , Government officials, media, multilateral and bilateral donors and civil society.

A communications strategy tightly linked to program priorities helps position the Country Office in key development markets as a leader in ways that boost demand for various service lines and increase overall business opportunities.

In addition, the Communications Officer will provide specific support to the for strengthening technical and functional skills of Supreme Audit Institutions (SAIs), National Parliaments and Civil Society for the control of public finances in the PALOP (African Countries with Portuguese Official Language) and Timor-Leste – Pro PALOP-TL SAI.

Pro PALOP-TL SAI is a UNDP project fully funded by the European Union under the economic governance sub-area of the 10th European Development Fund for the PALOP & Timor-Leste supporting governance initiative projects. The project was formulated on the basis a EU-UNDP partnership and allocates 6.4 million Euros in support of Supreme Audit Institutions (SAI), Parliaments, Parliamentarians & Civil Society Organizations in the beneficiary countries to strengthen external control of public expenditure and accounts in those countries.¹

The project is consistent with the national strategies for poverty reduction and national development plans, with UNDP Country Programmes and Development Frameworks, and the 2008-2013 10th EDF in the beneficiary countries. These policies and strategies are adapted to the specificities and priorities of each country, but converge to promote good governance as an important support for development and economic growth. This is achieved, in particular, through the strengthening of capacities in (i) legislative and oversight functions of the State, (ii) the management system of public finances, including internal and external control, (iii) support services to Parliament and (iv) State's accountability.

The multi-country intervention logic of this project aims to intensify the PALOP and Timor-Leste dialogue, drawing on the holistic approach to democratic governance. A special emphasis placed

¹ In line with the provisions set in the Project Document and Contribution Agreement signed between the European Union and UNDP in Cape Verde.

on joint, transversal, south-south and peer-to-peer capacity-building within the selected areas of economic governance, namely external control, audit and oversight capacities of the public finances.

The project will use training actions as a tool to enhance skills and credentials of stakeholders for controlling public finances while establishing eLearning platforms in Portuguese ensuring means of durable access to existing database and information in Portuguese. The project will also contribute to establishing a first time multi-country CSO PALOP-TL platform showcasing lessons and progress made by civil society organisations' within the PALOP/CPLP Open Budget Initiative. Other activities aiming to promote sustainability will complement and support the OSAI CPLP multi-country plan and promote cooperation with the Training Institute for Financial and Economic Management in Portuguese Language (IGEF), involving this institution in training and capacity building activities at transnational level (joint learning involving actors from all beneficiary countries).

Improved access to information (in terms of availability of information, quality of the information available) is a pre-condition for effective public oversight and therefore to achieve the project's key outputs. In the long run, the project impact will depend on the success of its exit strategy and sustainability of its actions and activities. It is critical that the project beneficiaries develop synergies and dynamics that will still be there after the end of the project. This will be best done through capacity development of human resources within national institutions. Such capacity development needs to target professional skills and enhancement/development of in-house training capacities in the field of external control of public accounts and finances, in particular CAs in the PALOP and Timor-Leste.

The strategy defined by the project takes into account the different contexts of the six beneficiary countries and the multi-country PALOP and TL cooperation intervention logic. The strategy will seek to improve political, judicial and civilian control and oversight of government action and public accounts through actions benefiting SAIs, Parliaments and CSOs. The action plan includes multi-country activities fostering the south-south PALOP-TL cooperation (face-to-face and eLearning training, workshops, study trips and peer learning initiatives) and national activities aimed at addressing specificities of each beneficiary country (training, organizational changes, drafting of manuals, capacity development, etc.).

The implementation of the foreseen activities during the three-year project's duration period will be articulated on the basis of annual work plans. Project start-up will have an initial phase of a maximum of four months from the signature of the Contribution Agreement with UNDP. In this inception phase annual work plans will be developed in a participatory manner and approved for each country, identifying accurately the pivotal countries and triggers of a change dynamics supporting the project's sustainability strategy.

The specific support of the Communications Officer to Pro PALOP-SAI aims to address the project complex communication and visibility challenges resulting from background and targets referred above. To achieve this, the Communications Officer will work in strait collaboration with the Pro PALOP-TL SAI Project Manager and the Pro PALOP-TL Management Unit. Within the specific scope of support to be provided to this specific project, the Communication Officer will respond to the Pro PALOP-TL project manager.

II. Functions / Key Results Expected

Summary of Key Functions:

- Support the implementation of communications and advocacy strategies
 - Support implementation of C4D strategy, including WASH in School
 - Facilitation of knowledge building and knowledge sharing
 - Support to business development
 - Support the conception and delivery of the Pro PALOP-TL SAI communication strategy and visibility plan
1. Provides support to the **planning and design of internal and external strategies for communications and outreach** focusing on achievement of the following results:
 - ❑ Support conduct of communications needs assessments for CO (projects, country programme and corporate change initiatives, etc)
 - ❑ Analysis of requirements and synthesis of proposals for elaboration of the CO communications and outreach strategy based on the corporate communications strategy.
 - ❑ Support the development/production of communication and advocacy instruments and materials for marketing and awareness-raising campaigns, including briefing materials and press releases in coordination with the supervisor.
 - ❑ Support management of web site, social medias including Pro-Palop online communication tools
 - ❑ Synthesis of proposals for project formulations to integrate advocacy and communication strategies into all aspects of UN's development programme.
 2. Supports the **implementation of Country Office DaO and Joint Office) communications and advocacy strategies and CO publications policy** focusing on achievement of the following results:
 - ❑ Logistical support to the organization of publicity/outreach for the CO programme, knowledge-sharing events and promotional opportunities, especially UN events.
 - ❑ Dissemination of information and publications; assistance at public events such as roundtable discussions, press conferences, briefing sessions, interviews.
 - ❑ Maintenance of information database and photo library
 - ❑ Collection of information, preparation of content for the web sites
 - ❑ Extraction of data from various sources.
 - ❑ Research and retrieval of statistical data from internal and external sources;
 - ❑ Arrangement of briefings and regular meetings with other UN agencies in the CO and with national and international media.
 - ❑ Support to UN information campaigns (UN Day, World AIDS Day, Environment day etc.)

- ❑ Administrative and logistical support to the communications team, including for initiatives such as media workshops, press briefings, report launches, etc.
- ❑ Review of translations, contacts with printers and other suppliers to ensure production
- ❑ Support the preparation and conduction of communications needs assessments for CO (projects, country program and corporate change initiatives, etc)
- ❑ Support in drafting/editing of CO communications and outreach strategy based on the corporate communications strategy
- ❑ Support the management and update of website and other social media

3. **Supports the business development** focusing on achievement of the following results:

Launches and campaigns

- ❑ Promotion and dissemination of corporate advocacy materials for launching flagship initiatives and publications such as the Human Development Report.
- ❑ Promotion and maintenance of public information campaigns on UNDP activities, results of MDGs, UN Reform, under the supervision of Communications Specialist.

Outreach

- ❑ Preparation and dissemination of newsletter to donors, donor reports, civic education and community awareness, where appropriate, to support projects

Public information

Timely and effective responses to inquiries for public information materials

. Ensures **facilitation of knowledge building and management** focusing on achievement of the following results:

- ❑ Identification and synthesis of best practices and lessons learned directly linked to programme country goals and activities.
- ❑ Contributions to knowledge networks and communities of practice including corporate communications repositories.

4. Provides support for the conception and delivery of the Pro PALOP-TL SAI communication strategy and visibility plan, with the following key outputs:

- ✓ Prepare the project visibility plan in line with EU external actions visibility requirements and EU-UNDP best practices and guidelines for visibility.
- ✓ Produce high quality communication products and reports for UNDP, EU delegation, media actors and other relevant project's stakeholders in the PALOP and in Timor-Leste, as well as in UNDP and EU HQ.

- ✓ Setup a communication strategy and work plan covering all project's actions and targeting all project beneficiaries and stakeholders.
- ✓ Prepare a work plan to enhance the visibility of the project's activities, in line with the project visibility plan and EU external actions visibility requirements.
- ✓ Produce a final report capturing all deliverables and achievements of the assignment highlighting the recommendations. The report will have as annex a backup database of the deliverables and products of the assignment.

4.1. In addition, the Communications Officer is expected to:

- Become familiar with relevant Pro PALOP-TL SAI documentation;
- Develop the project's Communications Strategy capturing key project outputs.
- Produce and edit all external information and communication from the project in digital support.
- Produce a digital file with all project translated and customized items (Training Modules, Conferences, Publications and Bibliography, Project Documentation, and others).
- Support in proofreading of all translated items – Portuguese and English Language.
- Create a communication and visibility database with all documents translated, documents produced, relevant publications, training modules, and others.
- Ensure adequate communication of the project's products, deliverables, objectives and results to its key stakeholders and beneficiaries.
- Develop/maintain project social networks' communication platform (website, facebook) and propose sustainable long term solution.
- Ensure that the project's social networks provide updated information on project activities, best practices, translated documents, Training activities and Conferences, case studies, etc.
- Entertain contacts and provide relevant information to media in all the PALOP and Timor-Leste on the project's activities in the beneficiary countries.
- Communicate with project stakeholders in a regular basis providing regularly updated information on the implementation and relevant documentation of the project in all beneficiary countries.
- Support the project manager setting the project's communications and external relations plan with its beneficiaries and stakeholders.
- Setup follow-up activities on the implementation and mainstreaming of the project's visibility plan in all documents and countries' activities.
- Draft and/or edit and disseminate press releases, advisories, fact-sheets, press/media kits and updated information and stories to inform media, key partners and the general public of UNDP programming initiatives, results and successes, and other achievements; post stories on corporate website.
- Produce a final report capturing all deliverables and achievements of the assignment highlighting the recommendations. The report will have as annex a backup database of the deliverables and products of the assignment - including a detailed inventory of

communication tools used such as social media, press releases, press conferences and interviews, photography and video, etc

III. Impact of Results

The key results have an impact on creation of effective communications and dissemination of information on UN's global development network. In particular, the key results have an impact on implementation of UN communications and publication strategies.

Functional Competencies:

Advocacy/Advancing a Policy-Oriented Agenda

Level 1.2: preparing information for advocacy

- Identifies and communicates relevant information for a variety of audiences for advocating UN's mandate

Building Strategic Partnerships

Level 1.2: Maintaining a network of contacts

- Analyzes and selects materials for strengthening strategic alliances with partners and stakeholders
- Establishes and nurtures positive communication with partners

Promoting Organizational Learning and Knowledge Sharing

Level 1.2: Basic research and analysis

- Generates new ideas and approaches, researches best practices and proposes new, more effective ways of doing things

Job Knowledge/Technical Expertise

Level 1.2: Fundamental knowledge of own discipline

- Understands and applies fundamental concepts and principles of a professional discipline or technical specialty relating to the position
- Possesses basic knowledge of organizational policies and procedures relating to the position and applies them consistently in work tasks
- Analyzes the requirements and synthesizes proposals
- Strives to keep job knowledge up-to-date through self-directed study and other means of learning
- Demonstrates good knowledge of information technology and applies it in work assignments

Creating Visibility for UN

Level 1.2: Research and data analysis

- Promotes awareness of UN's through dissemination of information and materials

Conceptual Innovation in the Provision of Technical Expertise

Level 1.2: Research and analysis

- Keeps updated in his/her area of substantive expertise
- Identifies opportunities for conceptual innovation

Client Orientation

Level 1.2: Establishing effective client relationships

- Researches potential solutions to internal and external client needs and reports back in a timely, succinct and appropriate fashion
- Organizes and prioritizes work schedule to meet client needs and deadlines

Core Competencies:

- Demonstrating/safeguarding ethics and integrity
- Demonstrate corporate knowledge and sound judgment
- Self-development, initiative-taking
- Acting as a team player and facilitating team work
- Facilitating and encouraging open communication in the team, communicating effectively
- Creating synergies through self-control
- Managing conflict
- Learning and sharing knowledge and encourage the learning of others. **Promoting learning and knowledge management/sharing is the responsibility of each staff member.**
- Informed and transparent decision making

IV. Recruitment Qualifications

Education: University degree in media relations, journalism, publishing

Experience: Up to 2 years of relevant experience at the national or international level in public relations, communications or advocacy. Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems.

Language Requirements: Fluency in the UN and national language of the duty station