



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

TERMS OF REFERENCE FOR PERSONNEL UNDER INDIVIDUAL SERVICE AGREEMENT (ISA)

Title:	Communication Consultant
Main Duty Station and Location:	Praia, Cabo Verde
Mission/s to:	if required, within the country
Start of Contract (EOD):	19 th February 2015
End of Contract (COB):	30 th April 2015
Number of Working Days:	1,5 months (part time)

ORGANIZATIONAL CONTEXT

UNIDO is the specialized agency of the United Nations whose mandate is to promote and accelerate inclusive and sustainable industrial development in developing countries and economies in transition. The Organization focuses on three main thematic areas: Poverty reduction through productive activities, Trade capacity-building and Energy and environment. The position is under the Rural Entrepreneurship and Human Security Unit (RES) is in charge of formulating and implementing programs and projects supporting pro-poor value chains development, entrepreneurship development, creative industries and rural development for special target groups (e.g. youth, women etc.).

PROJECT CONTEXT

The Government wants to empower youth with the entrepreneurial and innovative competencies to enhance their potentials for self-employment and generate employment. The introduction of entrepreneurship in the general and technical secondary education system, in response to the socio-economic needs of the country, is expected to help build an entrepreneurial foundation for a competitive and dynamic private sector.

From 2013 to 2016, entrepreneurship will be introduced as a subject in the first and second cycle of secondary general and technical education, i.e. from the 9th to the 12th grades. The approach is to create the capacities within the education system to develop, pilot and roll out the entrepreneurship curriculum. The entrepreneurship curriculum is action-oriented with about 60% being practical activities by students and participation of private sector. The objective is to encourage and enable students to develop a positive attitude towards work, envisage a career in the private sector and consider self-employment, identify opportunities in the local environment, develop planning capabilities, assess risks and manage resources efficiently and effectively.

The Entrepreneurship Curriculum Programme will be implemented in 12 selected pilot schools and 100 teachers will have been trained in the training program for in-service teacher training. There will be approximately 3,500 graduates and 4,300 students enrolled in the Entrepreneurship program. This will lay the foundation for a later nationwide roll out.

Under the overall supervision of the Entrepreneurship National Coordinator, the Communication Consultant will assist her in the project's communication work. More specifically, he/she will carry out following duties:

<u>MAIN DUTIES</u>	Concrete / measurable Outputs to be achieved	Expected duration	Location
1) Develop a ECP communication strategy, in consultation with the Ministry and UNIDO,	Communication Strategy	2 weeks	Praia
2) Start up the implementation of the ECP communication strategy		Throughout	Praia
3) Design various promotional materials for the awareness campaigns, organize the production , prepare briefing materials and press releases, both for print and web based dissemination	Promotional and Informational material available	2 weeks	Praia
4) Prepare a features story on the ECP implementation, with photos, for dissemination by UNIDO, UN and government web sites and social media	Feature story illustrating ECP implementation disseminated	2 weeks	Praia
5) Establish and maintain documentation database, media contacts and photo library	Database of information and photo library organized	Throughout	Praia
6) Preparation of a brief End-of-Assignment report	End-of-Assignment report		Praia

MINIMUM ORGANIZATIONAL REQUIREMENTS

Education: University degree in marketing, journalism, public relations or similar.

Experience: Five years of practical experience at the national or international level in journalism, public relations, communications or advocacy. Fully conversant in the usage of computers and office software packages, good knowledge and experience in handling with social media.

Language Requirements: Fluency in written and spoken English and Portuguese is required.

REQUIRED COMPETENCIES

Core values: Integrity, Professionalism, Respect for diversity

Core competencies:

1. Results orientation and accountability
2. Planning and organizing
3. Communication and trust
4. Team orientation
5. Client orientation
6. Organizational development and innovation