

## TERMS OF REFERENCE: National Consultant - Win-Win Regional Programme Communication and Advocacy

Location:	Sao Paulo, Brazil
Deadline for application:	30/March/2020
Type of contract:	Consultant - Special Service Agreement (SSA)
Post Level:	Short-term International Consultant
Language(s) required:	English, Spanish and Portuguese
Duration of the assignment:	105 days during the entire period
Expected start date:	As soon as possible
Expected end date:	December 20, 2020

### I. Background and context

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

In 2015, on 25 September, the United Nations General Assembly adopted unanimously the Resolution 70/1 Transforming our World: the 2030 Agenda for Sustainable Development. Gender equality and women's empowerment is at the heart of the agenda, as numerous goals and targets address structural barriers to achieve equal rights and opportunities between women and men, girls and boys.

One of the key areas of concern is the economic empowerment of women. It is expressed in targets and indicators of SDG 5 (Achieve gender equality and empower all women and girls) and SDG 8 (Promote inclusive and sustainable development, decent work and employment for all). Progress toward it depends not only on the adoption of a set of public policies by governments, but also on the existence of an enabling environment and active engagement of the corporate sector. This is also relevant to the achievement of SDG 17 (Revitalize the global partnership for sustainable development).

About 80% per cent of jobs in the world are in the private sector. This represents a huge potential to implement transformative actions in the world of work and social responsibility in favour of women, benefiting the whole society. There is an increasing consciousness, interest and commitment of private and public sector companies on the value and benefits of gender equality and the economic empowerment of women and its role to achieve it.



Since January 2018, UN Women - in partnership with ILO and the European Commission - is implementing the regional programme “Win-Win: Gender Equality Means Good Business” to contribute to the economic empowerment of women, recognizing them as beneficiaries and partners of growth and development, by increasing commitment of private companies to gender equality and women’s empowerment and strengthening companies’ capacities to implement these commitments. The action will ultimately contribute to the achievement of gender equality through enabling women’s labour force participation, entrepreneurship, economic empowerment and thus their full and equal participation in society.

The project outcomes are:

1. Networking and cooperation between women-led business;
2. Companies and employers’ organizations capacity strengthening, knowledge and good practices sharing and advocacy;
3. Innovative financing facility to support women-led innovation and business ventures.

Targeting women led enterprises and networks, multi-national companies, and relevant stakeholders in Europe and selected Latin American and Caribbean countries, the project will promote business links, joint ventures and innovation between women from both regions, while supporting inter-regional dialogue and exchange of good practices to increase the capacity of the private sector more broadly in the implementation of gender equal business.

The programme, thus aims to support businesses, employers, workers and trade unions to address gender inequality faced by women in the working environment, adopting the intersectionality perspective to address specific challenges faced by afro descendant and indigenous women. Special attention will be given to identify opportunities to increase the economic empowerment of migrant and refugee women.

The Programme is being implemented in 6 Latin American and Caribbean countries: Argentina, Brazil, Chile, Costa Rica, Jamaica and Uruguay, linking these to EU countries. It also have a regional component under the responsibility of UN Women Brazil Country Office. The programme regional team is located in Brasilia, Sao Paulo and Montevideo. The programme end date is December 31<sup>st</sup>, 2020.

## II. Scope of work, Duties and Responsibilities

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Under the overall guidance of the UN Women Representative in Brazil and direct guidance and day-to-day supervision of the Regional Technical Programme Manager, the Communications consultant will be responsible for:

### Assignment of Tasks

Number	Tasks
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<b>1.</b>	To develop a communications and advocacy strategy to enhance the visibility of the regional programme
<b>2.</b>	To develop innovative communication materials to enhance the programme visibility with donors and stakeholders, including visibility activities to promote exchange of experiences between national and regional corporate commercial associations, chambers and networks and advocate for implementation of WEPs in Win-Win Countries;
<b>3.</b>	To develop communication key messages as inputs in different programme interventions at regional level (6 countries)
<b>4.</b>	To develop communication products and materials for events, including briefings, concept notes, presentations and press releases.
<b>5.</b>	To generate and articulate communications content as input for monitoring and evaluation annual reports, mid term reviews, and related documents.
<b>6.</b>	To develop innovative communication activities to articulate the Generation Equality Campaign and the Women Empowerment Principles Programme.
<b>7.</b>	To design, launch, manage and elaborate report measuring impact of communication campaigns (including articulation of win win initiatives and UN Women initiatives (Ring the Bell For Gender Equality, Unite Campaign).
<b>8.</b>	Revise, monitor and adjust (if needed) communication procurement plans in alignment with project deliverables.
<b>9.</b>	Manage external communication of the programme (newsletters, social media, websites):  Elaborate a strategy to improve and integrate the main websites of the programme – <a href="https://www.weps.org/">https://www.weps.org/</a> , <a href="http://ganarganar.lim.ilo.org/">http://ganarganar.lim.ilo.org/</a> , <a href="https://lac.unwomen.org/es/que-hacemos/empoderamiento-economico/ganar-ganar">https://lac.unwomen.org/es/que-hacemos/empoderamiento-economico/ganar-ganar</a> & <a href="http://www.onumulheres.org.br/referencias/principios-de-empoderamento-das-mulheres/">http://www.onumulheres.org.br/referencias/principios-de-empoderamento-das-mulheres/</a>
<b>10</b>	Elaborate a strategy to improve and integrate the main websites of the programme – <a href="https://www.weps.org/">https://www.weps.org/</a> , <a href="http://ganarganar.lim.ilo.org/">http://ganarganar.lim.ilo.org/</a> , <a href="https://lac.unwomen.org/es/que-hacemos/empoderamiento-economico/ganar-ganar">https://lac.unwomen.org/es/que-hacemos/empoderamiento-economico/ganar-ganar</a> & <a href="http://www.onumulheres.org.br/referencias/principios-de-empoderamento-das-mulheres/">http://www.onumulheres.org.br/referencias/principios-de-empoderamento-das-mulheres/</a>
<b>11</b>	Design, review and develop content of the Regional Win-Win newsletter on a bi-monthly basis (in coordination with 6 countries and regional coordinator) ensuring that programme's achievements and results are duly and broadly disseminated. This includes develop and release two categories of monthly newsletters: one targeting to present the Win-Win programme results highlighting the EU visibility and another for the programme partners (in Spanish, Portuguese and English languages)
<b>12</b>	Elaborate a communications briefing note reviewing and aligning the existing win-win programme communications materials (use of logos policy, branding guide, existing

	publications and materials) with the win win programme branding guidelines and disseminate to countries
<b>13</b>	Elaborate strategy to articulate the win win programme social media networks with UN Women corporate social media networks,
<b>14</b>	To develop content for virtual platforms and social media networks including storylines, debate material,
<b>15</b>	Elaborate mapping of activities to enhance visibility and positioning of the win win programme in the main media channels at regional level
<b>16</b>	To elaborate briefs on Programme achievements on a bi-monthly basis to ILO, UN Women and EU leadership that either supports or are directly involved in the programme;

#### Assignment Deliverables:

1. Monthly time-sheets and brief progress reports about implemented activities and achieved results with supporting documents (information materials produced, event reports, etc.) submitted by the 5<sup>th</sup> of the following month.
2. Final progress report submitted – by **15 December 2020**.

- The reports should be submitted in English language (supporting documents such as meeting minutes, agenda, etc. can be submitted in Portuguese language).
- The Consultant is expected to work in the UN Women office during the assignment, using her/his own computer.

*\*\*Please note that all communications in all media channels should be disseminated in three languages: English, Spanish and Portuguese\*\*. \*\**

#### Travel Arrangements

In the event of traveling, UN Women will cover the expenses and will take care of logistics as per the corporate guidelines.

## II. Products, Schedule and Payments

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UN Women will review and provide feedback within 5 working days after receiving the product. UN Women will approve after feedback is incorporated and considered final and pay within 10 working days after receiving the original invoice.

## IV. Home Office Requirements

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- The Consultant is expected to work remotely, using her/his own computer (IT Equipment).
- UN Women will provide the Consultant with background materials related to the assignment and provide logistic and coordination support with organizing meetings with key stakeholders and partners.

## V. Performance Evaluation

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The Consultant performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered, at the end of the contract. Payments will be done against delivery of products as defined in the table above.

## VI. Financial Arrangements

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Payment will be disbursed monthly upon receipt of invoice and monthly reports as per deliverables above and their certification by the UN Women Regional Technical Programme Manager that the work submitted is of the required standards and as per the requirements set out in the TOR.

## VII. Competencies

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### Core Values

- 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:

<https://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-values-and-competencies-framework-en.pdf?la=en&vs=637>

## VI. Requirement Skills and Experience

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### Languages:

- Fluency in English and Spanish and advance level of Portuguese.

### Education:

- Post-graduation or Master or equivalent in Communication, Public Relations, Social Sciences, Economics or Journalism in an asset

### Experience:

- A minimum of 5 years of relevant experience in implementation of communication and advocacy strategies including, experience in provision of communication packages and in supporting the publication and dissemination of material.
- A minimum of 5 years experience with Microsoft package (mainly PPT) and editable platform such as Canvas and mail chimp, and social media channel management.
- A minimum of 2 years experience in working with gender equality and women's empowerment.

### Qualifications:

- Experience in leadership positions in communications area within Private Sector companies is desirable
- Experience working in communication with UN agencies is an asset
- Experience in Corporate Social Responsibility and Sustainability is desirable
- Knowledge and previous work with UN Women is an asset

## VI. Evaluation of Application and Selection Process

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Curriculum analysis, written test and Interview if needed

Applications will be evaluated based on the cumulative analysis taking into consideration the combination of their qualifications and financial proposal. A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared. The award of the contract should be made to the individuals whose offer has been evaluated and determined as:

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

**Technical criteria - total max 70 points:**

Criteria	Weight
A minimum of 5 years experience with Microsoft package (mainly PPT) and communication apps (invitation, newsletter) and social media channel management.	5
A minimum of 5 years of relevant experience in implementation of communication strategy and advocacy strategies that includes, for example, experience in backstopping the provision of communication packages, in supporting the publication and dissemination of material	20
A minimum of 2 years experience in working with gender equality and women's empowerment	10
Master or equivalent in Communication, Public Relations, Social Sciences, Economics or Journalism	10
Experience with UN system	5
Knowledge and previous experience in UN women	20
<b>Total</b>	<b>70</b>

**Financial/Price Proposal evaluation:**

- Only the financial proposal of candidates who have attained a minimum of **49** points in the technical evaluation will be further considered and evaluated.
- The total number of points allocated for the financial/price component is **30**.
- The maximum number of points will be allotted to the lowest price proposal that is opened/ evaluated and compared among those technical qualified candidates who have attained a minimum of 49 points in the technical evaluation. All other price proposals will receive points in inverse proportion to the lowest price.

Evaluation of submitted financial offers will be done based on the following formula:  $S = F_{min} / F * 30$

(S - score received on financial evaluation;  $F_{min}$  - the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F - financial offer under the consideration).

## VII. Application

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Applicant must send the following documents:

1. A brief Letter of Interest containing the statement on candidate's experience in the field of recruitment.
2. [UN Women Personal History Form \(P11\)](#) completed and signed.
3. **Financial proposal** with the proposed value of the consultancy (daily fee)

**Applications should be sent to the following email address: [unwomenbra.hr@unwomen.org](mailto:unwomenbra.hr@unwomen.org)**  
**No later than 30 march 2020.**

**Note: Incomplete or delayed applications will not be considered.**

## VIII. Observations

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Applicant with an employment at a public institution may only be hired if they present evidence of unpaid leave or a letter of non-objection to the execution of the consultancy, issued by the public institution of employment. If the applicants' relationship is with a research institution and universities, it is sufficient to present a letter of non-objection issued by the public institution of employment.

Applicant may not have an active contract or pending matters with UN Women.

Applicant must not be directly related (mother, father, sister, brother, son or daughter) to employees of the United Nations system.

Link to UN Women Personal History Form (P11): <https://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-p11-personal-history-form.doc?la=en&vs=558>