

TERMS OF REFERENCE

Contract objective	International Consultant Junior communicator for: “Win-Win: Gender Equality Means Good Business” Programme
Subject Area	Women’s Economic Empowerment
Specific topic	Programme “Win-Win: Gender equality means good businesses”
Required languages	English, Spanish and Portuguese
Contract type	SSA Regular
Start date	As soon as possible, upon signature of contract
Contract duration	60 days, adding up 240 hours of work, (with finalization of duties on July 31 st , 2021)
Location	Remote - home-based

I. Organizational 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. Placing women's rights at the center of all its efforts, the UN Women leads and coordinates United Nations system efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world. It provides strong and coherent leadership in support of Member States' priorities and efforts, building effective partnerships with civil society and other relevant actors.

The six priority areas are:

- Women lead, participate in, and benefit equally from governance systems.
- Eliminate violence against women and girls.
- Strengthen the implementation of women's peace and security agenda.
- Increase women's economic empowerment.
- Make gender equality priorities central to national, local, and sectoral plans, budgets, and statistics.
- Implement global norms, policies and standards on gender equality and women's empowerment, laying the foundation for action by governments and other stakeholders at all levels.

II. Background

In 2018 the UN Women and International Labor Organization (ILO) with the generous funding of the European Union (EU) launched the “Win-Win: Gender Equality Means Good Business” (Programme), which ends its implementation in June 2021. The Programme is implemented in six countries: Argentina, Brazil, Chile, Costa Rica, Jamaica, and Uruguay. The Programme has its regional coordination and programming components under the responsibility of UN Women Brazil Country Office.

In line with the 2030 Agenda for Sustainable Development, the overarching objective of the Programme is to contribute to women’s economic empowerment, gender equality and women’s leadership by recognizing the active role women play in growth and development, as well through promoting the commitment of private sector enterprises and employers’ organizations. Targeting women led enterprises and networks, multi-national companies, and relevant stakeholders in Europe and selected Latin American and Caribbean countries, the Programme promotes 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 has 3 Outcomes:

- Outcome 1: Women-led businesses in Europe and Latin America and the Caribbean increase cooperation to expand opportunities,
- Outcome 2: Sustainable model of gender-sensitive private sector engagement to support the Sustainable Development Goals achievement developed and adopted, and,
- Outcome 3: Bi-regional women-led innovation and business ventures.

The visibility and communication aspects of the program – maximum in this closing stage – are crucial to the positioning of the Programme and implementing partners. In fact, the Programme will end with major communications and advocacy activities and products to enhance its visibility and sustainability legacy and strategy.

III. Consultancy objective

Over its years of implementation, Win-Win Programme has developed and put in place **develop a communications and advocacy strategy**.

As major communications and advocacy activities and products to enhance its visibility and sustainability legacy and strategy will occur until June 30th, 2021, Win-Win, via its regional coordination unit - UN Women Brazil, needs to contract a junior communicator to support Win Win's communication team in the in-time and high-quality delivery of these.

Supervision of this consultancy will be under Win-Win's Regional coordinator.

IV. Scope

The successful performance of this consultancy will effectively contribute to the development of Win Win's communication and visibility materials (newsletters, two pagers and others) - (Act BRADC2010114_CV).

Activities included in this consultancy are:

- Support in the writing, editing and or proofreading of articles, news, newsletters, and press releases.
- Support elaboration of inputs for social networks and publishing/promoting of content/learnings created by the programme;
- Support the organization of events,
- Contribute to the production of a variety of communication inputs such as website content, social media designs and videos.
- Contribute to event reporting.
- Maintain the emailing database of the programme (clean, upgrade, update).
- Support the management of the picture database (sort, select and file).
- Support in analyzing traffic to the website, video views, social media statistics and readership of publications.

Win-Win's inputs will have to be produced or revised in any of the 3 languages of the Programme: Spanish, Portuguese, or English.

V. Deliverable products:

Deliverable products	Deadline
Monthly timesheet 1	45 days after signature of contract
Monthly timesheet 2	90 days after signature of contract

* Monthly timesheets should be submitted in English, Spanish or Portuguese language and include supporting documents.

VI. Contract execution arrangements

Payments for the services will be made after the delivery of each product established in the table above, subject to satisfaction and approval by UN Women in accordance with the established schedule.

When processing the last payment, it must be accompanied by the Consultant Performance Evaluation.

The SSA establishes that the remuneration for this contract type is an all-inclusive fee, the organization will not be liable for additional cost or benefits. Hence, it is the responsibility of the consultant to take out adequate medical insurance for the duration of the contract and it is recommendable that the policy includes coverage for COVID-19 related illness. The medical coverage should be international when the contract requires missions or international assignment.

If selected for this vacant post, proof of medical coverage should be presented within the first two months of the contract.

Where a decision is made that travel is required, prior to going on mission consultants/individual contractors should be requested to provide a signed “Statement of good health” to confirm their insurance coverage and inoculations in line with paragraph 5.24.1 in the SSA Policy.

No travel is contemplated for the development of the consultancy; however, if travel and/or transfers are required, the costs will be covered by UN Women, following the Organization's current rates for such purposes.

In the current crisis due to COVID-19, no travel is foreseen for this consultancy, but rather remote and virtual work. This may change after the present situation.

VII. Inputs

The Consultant is expected to work for Win-Win’s regional coordination – under UN Women Brazil Country office, remotely. The consultant is expected to work using her/his own computer.

UN Women will provide the Consultant with background materials related to the assignment (including Win Win’s branding materials and guidelines) and provide logistic and coordination support for the organization of meetings with key stakeholders and partners.

VIII. Performance monitoring and evaluation

The International Consultant for graphic design Services for: “Win-Win: Gender Equality Means Good Business” Programme consultancy will be managed by UN Women Brazil, as Win-Win’s Regional Coordination unit. The Programme’s Regional Coordinator will carry out the supervision of this consultancy. The consultant is not a United Nations staff member and will carry out the activities related to his/her consultancy in a virtual way, from his/her workspace under the work plan.

For the consultancy's good development, the supervisor will provide the consultant with the existing documents and information that UN Women has related to the consultancy's topics. It is the consultant's responsibility to obtain primary and secondary data from other sources, if necessary.

The consultant will maintain permanent coordination with her/his supervisor to execute and develop the products requested by this consultancy effectively. He/she will also provide information as requested within the framework of the terms of reference.

IX. Performance indicators

- Products / deliverables timely presented according to the TORs.
- Work quality
- Compliance with expected results.
- Compliance with the aforementioned competencies (Ref. Profile of the consultant)

XI. Intellectual rights, patents, and other property rights

The right to equipment and supplies provided by UN Women to the consultant for the performance of any obligation under this contract shall remain with UN Women. Such equipment shall be returned to UN Women at the end of this contract or when the consultant no longer needs it. When returned to UN Women, such equipment shall be in the same condition as when it was given to the consultant, subject to normal wear and tear. The consultant shall be responsible for compensating UN Women for damaged or broken equipment regardless of normal wear and tear.

UN Women shall be entitled to all intellectual property and other proprietary rights including but not limited to: patents, copyrights, and trademarks, concerning products, processes, inventions, ideas, know-how, documents and other materials that the consultant has prepared or collected in consequence of or during the execution of this consultancy, and the consultant acknowledges and agrees that such products, documents and other materials constitute work carried out under the engagement of UN Women. However, if such intellectual property or other property rights consist of any intellectual property or property rights of the consultant (i) that existed before the consultant's performance of his or her obligations under this contract, or (ii) that the consultant may develop or acquire, or may have developed or acquired, independently of the performance of his or her obligations under this contract, UN Women shall not and shall not claim any ownership interest therein, and the consultant shall grant UN Women a perpetual license to use such intellectual property or other property rights solely for the purpose and the requirements of this contract.

XII. Requirements

For the applicant to be considered, applicants must meet the following qualifications and requirements:

Education

- University degree in Communications or Journalism (required)

Professional Experience

- At least 3 years of professional experience in implementation of communication and advocacy strategies including, experience in elaboration of note releases, publication, and dissemination of materials, coordination of events, etc. (required).
- Previous work with United Nations Agencies is an asset.
- Previous experience working in Gender Equality and Women's and Girls' Empowerment projects is an asset.
- Working knowledge of English, Portuguese and Spanish (required).

For the selection process, the evaluation committee will carry out a technical evaluation of resumes (100%). According to the results will be selected the most qualified person for the position.

For the selection process, the evaluation committee will first carry out a technical evaluation of resumes based on following requirements and criteria:

Requirements	Percentage
University degree in Ccommunications or Journalism	15%
At least 3 years of professional experience in iimplementation of communication and advocacy strategies including, experience in elaboration of note releases, publication, and dissemination of materials, coordination of events, etc.	30%
Previous work with United Nations Agencies	15%
Previous experience working in Gender Equality and Women's and Girls' Empowerment projects is an asset	20%
Working knowledge of English, Portuguese, and Spanish	20%
Total	100%

Once these minimum requirements have been met, the following skills and experience will be positively valued:

- Training in social communication, gender, human rights, or behavioral sciences.
- Previous work experience with agencies of the United Nations system and/or international cooperation agencies and/or feminist organizations or civil society organizations working on gender issues.

Organizational Values and Principles

- Respect for Diversity: Demonstrate recognition of the organization's multicultural nature and its staff's variety. Demonstrates international perspective, appreciation of difference in values and learning from cultural diversity.
- Integrity: Demonstrate consistency in upholding and promoting UN Women's values in actions and decisions, following the United Nations Code of Conduct.
- Professionalism: Demonstrate professional competence and experience in the knowledge of their substantive areas of work.

Organizational 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>

XII. Recruitment Process

The evaluation committee will perform a technical evaluation of resumes based on these requirements and criteria for the selection process.

In case of not mentioning the essential requirements in your application, your application will not be considered for evaluation and, therefore, will be discarded to continue the process.

Compliance with these requirements must be demonstrated through the submission of

- Curriculum vitae.
- UN Women Personal History Form (P11), which can be found at [the link](#).
- Personal identification (ID card, passport).
- Portfolio of projects
- All applicants must complete the online Application Form:
<https://forms.office.com/Pages/ResponsePage.aspx?id=RAfNKxiefUiFw8mjSIL6O1AkIwmHSBNmSMpJyzHcfxUNVEzQkM4WlpYM0k1OFBQUjFLUEVHMzVGVS4u>

Interested Candidates / applicants must register no later than **11:59 pm 26/04/2021** by sending their application to the email: unwomenbra.hr@unwomen.org with the subject **“International Consultancy Junior Communicator Win-Win Programme”**.

IMPORTANT NOTES.

- Making the application, only one (1) file must be uploaded in PDF format. A guide is attached for you to perform this step. <https://www.wikihow.com/Merge-PDF-Files>.
- UN Women assumes no responsibility and only describes one of the many ways to compress documents related to the application. You may use whichever one you deem appropriate.
- Applications received incomplete or after the closing date will not be considered.
- Only those applications that fit on the shortlist will be contacted for an interview (if applicable).
- Consultants who have an employment relationship with public institutions can only be hired if they present proof of a work permit (license) without expiration and a letter of no objection to the consultancy's performance, issued by the employing institution. If the candidates are linked to a research institution, academic center, or university, presenting a letter of no objection issued by the employing institution is sufficient.
- The selected consultants must have medical coverage and present proof of their coverage within two months of signing their contract.
- If the consultant needs to travel, medical coverage, required vaccines according to the destination, and travel insurance must be confirmed.

Candidates with an employment relationship with public institutions may only be hired if they present evidence of unpaid leave or a letter of non-objection to consulting carried out by the public employing institution. If the candidate's link is with a research institution and universities, it is enough to present a letter of non-objection issued by the public employing institution.

UN Women is committed to achieving workplace diversity in terms of gender, nationality, and culture.

People from minority groups, indigenous groups and people with disabilities are equally encouraged to apply.

UN Women applies fair and transparent selection process that would consider the competencies/skills of the applicants as well as their financial proposals. All applications will be treated in the strictest confidence.