



TERMS OF REFERENCE

FOR INDIVIDUAL CONSULTANTS

POST TITLE: Communications Specialist: Support to the development of the UNDP Lao PDR Communications Strategy

AGENCY/PROJECT NAME: UNDP Lao PDR

COUNTRY OF ASSIGNMENT: Lao PDR

1) GENERAL BACKGROUND

The UNDP Lao PDR office has identified the need for a communications strategy to better focus the Country Office communications work. The strategy will align communications with both the resource mobilization strategy and the new Country Programme Document that runs from 2012-2015. The strategy will help to create a stronger sense of identity for the UNDP Lao PDR Country Office and will ensure that its purposes, goals and aims are clearly communicated to key stakeholders.

2) OBJECTIVES OF THE ASSIGNMENT

The Communications Specialist will work closely with the UNDP Lao PDR communications focal point to develop an initial outline for the key components of the UNDP Lao PDR communications strategy. This will focus specifically on identifying the key goals of the strategy and the tactics with which to achieve them. In addition she/he will be responsible for identifying the relevant international media with whom UNDP Lao PDR should engage. The Communications Specialist will also be responsible for reviewing and updating the UNDP Lao PDR website.

3) SCOPE OF WORK

Through close consultations with the communications focal point and Country Office staff an outline of the key components of the UNDP Lao PDR communications strategy will be drafted. The document will include the key messages, goals and objectives. The Communications Specialist will also produce a document highlighting the key international media with whom UNDP Lao PDR should engage. She/he will review and update the UNDP Lao PDR website in close collaboration with programme staff.

4) DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

This is a 7-day assignment and will be based at UNDP Lao PDR offices in Vientiane. There is no expected travel.

5) FINAL PRODUCTS

Document outlining the UNDP Lao PDR communications strategy (key messages, goals, objectives and tactics to achieve these)
Document profiling relevant international media
Updated UNDP Lao PDR website and set of action points

6) PROVISION OF MONITORING AND PROGRESS CONTROLS

The Communications Specialist will be required to produce a report about the work conducted at the end of his/her assignment.

7) DEGREE OF EXPERTISE AND QUALIFICATIONS

Advanced university degree in Communication, Journalism, Public Relations; or equivalent professional work experience in the communications area, combined with an advanced university degree in a related discipline.

The Communications Consultant will have a minimum of five years experience working on communications strategies, of which at least 2-years should be in developing countries. He / she will have worked on strategies with large organizations and ideally will have experience with the United Nations. The Consultant will have a strong knowledge of and networks with international media in the Asia Pacific region.

Practical experience in formulating and implementing communications strategies. Translates strategic direction into plans and objectives. Demonstrates and shares detailed technical knowledge and expertise. Excellent writing, editing and oral communication skills in English

8) REVIEW TIME REQUIRED

One week

9) CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNDP PREMISES

NONE

PARTIAL

INTERMITTENT

FULL-TIME

The consultant is expected to be present full-time at the UNDP offices in Vientiane. The communications strategy will be drafted in close consultation and collaboration with Country Office staff and as a result regular communication between the consultant and relevant parties will be required.