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PROCUREMENT NOTICE
NATIONAL INDIVIDUAL CONSULTANT

Ref: IC/UNDP/RWA/2022/0039

Date: 1/08/2022

Country: Rwanda

Description of the assignment: **Recruitment of National Individual Media Consultant to develop Support Communication products related to the Integrated National Financing Framework (INFF)**

Post Title and Level: National Individual Consultant

Number of Positions: 1

Period of assignment: 60 working days working days in 6 calendar months

UNDP Rwanda is looking to recruit a National Individual Media Consultant to develop Support Communication products related to the Integrated National Financing Framework (INFF). The objective of this assignment is for the Consultant to support Media reporting for Integrated National Financing Framework (INFF) activities with Ministry of Finance and Economic Planning together with UN Agencies (UNDP, UNICEF and RCO) and also communications work for Joint Program on Social Protection with Agencies RCO, UNICEF, FAO, and WFP.

All interested and qualified national individual consultants may download the Individual Consultant Notice, Terms of Reference, and P11, Confirmation Letter and General Terms and conditions documents from UNDP Rwanda website at:

<https://www.undp.org/rwanda/procurement>

Delivery address: UNDP Rwanda, P.O. Box 445, 12 Avenue de l'Armée, Kigali, Rwanda, and Attn: Head of Procurement Unit, Or by email address at offers.rw@undp.org not later than **16 August 2022**, Time: 12h00 PM Kigali Rwanda local time.

N.B: UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and person with disabilities are equality encouraged to apply.

Yours sincerely,

Bernardin Uzayisaba

UNDP Acting Deputy Resident Representative



Terms of Reference for A National Media Consultant to develop Support Communication products related to the Integrated National Financing Framework (INFF)

Application type:	External National Individual Consultancy
Job Title:	National Media Consultant to develop Support Communication products related to the Integrated National Financing Framework
Category	Inclusive Green Economy
Duty station	Kigali, Rwanda
Application Deadline:	Immediately
Type of contract:	Individual National Consultant Contract
Expected starting date:	Immediately
Duration	60 working days working days in 6 calendar months

1. Background and Context

Although Rwanda’s strong growth trajectory has been temporarily slowed down on account of the COVID-19 global crisis, there are strong expectations that the economy will rebound, re- establishing the growth trajectory to pre-COVID-19 levels. Building on the back of this expected resurgence, the Government of Rwanda (GoR) is expected to reignite it’s Vision 2050, which takes economic growth ambitions to the next level by setting the target of achieving upper middle-income status by 2035 and high-income status by 2050. To achieve the target, in the medium-term, Vision 2050 is implemented through Rwanda’s first National Strategy for Transformation (NST, 2018-24). NST-1 is fully aligned to the 2030 Agenda and the 17 Sustainable Development Goals (SDGs). The ambitious and transformational development goals of Rwanda require a substantial increase in investments from Rwanda’s current investment rate of around 26% to investment rates between 35% and 40% of GDP. According to a recent study, the financing needed to achieve the SDGs will greatly surpass all current development finance flows, by 19 percentage points of GDP in spending (two-third of this must come from public sources).

While Rwanda has made significant strides in improving domestic resource mobilisation, the rate at which domestic resources are growing is yet to fully match the needs. With the onset of the COVID-19 crisis, public expenditures are expected to increase significantly in response to the crisis and exert further pressure on Government resources. In responding to the socio-economic devastation brought about by the COVID-19 crisis, the Government of Rwanda has developed an Economic Recovery Plan (ERP) to steer the country towards sustained economic recovery while at the same time increasing allocations to safety net and

social protection programmes to cushion significant losses in incomes for a large part of the population. The ERP has prioritised areas that will need additional resources to recover from the effects of the lengthy economic shutdown. These include the immediate health response to the COVID-19 crisis and strengthening the health system, mitigating the impact of the COVID-19 crisis on households incomes, ensuring food self-sufficiency by increasing Agriculture production, supporting businesses and protect jobs, and ensuring a coordinated multi-sectoral response of the Government to quick-start and boost economic activity. All these measures will exert significant additional pressure on Rwanda's fiscal space. Meanwhile, traditional aid has been declining over time, narrowing the fiscal space for public investments. Rwanda recognizes the importance of tapping into private sector resources for the achievement of its vision. To this effect, it has implemented business enabling environment reforms that have resulted in the country being ranked 2nd in Africa on the World Bank ease of doing business index, behind only Mauritius in Africa. However, with the gradual reduction in grant finance being accompanied by slowly expanding public revenues, limited but growing external private capital inflows (especially Foreign Direct Investment) as well as growing public debt levels, it is now necessary to have a fresh look into sustainable development financing.

Rwanda will need to develop new, more effective, and integrated approaches to managing public and private finance. The Addis Ababa Action Agenda assumes that countries will use their own national development strategies and plans to respond to the SDGs and calls for the adoption of Integrated National Financing Frameworks (INFFs). The INFF will provide a structure for Government to form and implement a strategic, holistic, results-driven approach to financing development objectives. By developing and implementing the INFF, Rwanda aims to effectively mobilize the investments needed and provide a structure that supports coherence across government in channelling resources to the areas they are most suited, especially in light of the emerging transformation in global development dynamics stemming from the COVID-19 crisis. In 2019, the Ministry of Finance and Economic Planning (MINECOFIN) entered into an agreement with the United Nations Development Programme (UNDP) to implement a five-year programme focused on Innovative Development Policy and Finance for Impact. One of the agreed objectives of this cooperation is to enhance MINECOFIN's capacity to manage, monitor and coordinate development cooperation to achieve national development objectives, including through the development of strategies and diagnostics to better capture and manage external development finance flows.

The objective of this assignment is for the Consultant to support Media reporting for Integrated National Financing Framework (INFF) activities with Ministry of Finance and Economic Planning together with UN Agencies (UNDP, UNICEF and RCO) and also communications work for Joint Program on Social Protection with Agencies RCO, UNICEF, FAO, and WFP.

The media consultant will support participating UN Agencies to maximize opportunities that facilitate recognition of SDG fund's contribution on the project through documentation of successes. For visibility purposes, different communication materials will be produced for the joint program with Joint SDG Fund logos and that of Agencies.

2. Scope of Work

The consultant will work independently but also in a team, to amplify messages, document successes/events, and produce communications materials related to INFF and JP on Social Protection as during this phase of implementation and documentation at the end of the project. Under the lead of the RCO, UNDP and UNICEF (for INFF) communication team, UNICEF, FAO, WFP (for JP on social protection) the Media consultant will help produce joint messages, disseminate messages and materials about INFF activities through pages on Twitter, media platforms such as newspapers, Radio and Television. The consultant will get guidance on activities implemented and progress from technical leads of UNICEF and UNDP while working closely with the Ministry of Finance and Economic Planning.

3. Expected Outputs and Deliverables

- Newspaper supplements / stories published with joint content
- TV program or pre-recorded video jointly conducted
- Radio programs
- Social media pack of both UNDP and UNICEF implemented activities
- Final report with success stories, photos and relevant quotes on both UN and Government sides
- Raised awareness around INFF activities by UN participating Agencies and Ministry of Finance and Economic Planning, throughout the contracted duration.
- Documentation of stories of INFF in newspapers and in required reports
- Engage with the MINECOFIN, RCO, UNDP and UNICEF staff and respective authorities in the process of documentation of activities.
- Produce a video with involved agencies and government officials
- Compelling quotes from involved UN Agencies and Ministry
- Provide a detailed report to RCO, UNDP, UNICEF showing reach as well as the impressions achieved during the duration of the assignment

Set of deliverables	Description
Set 1	Inception report including the methodology and approaches to be used by the consultant to perform his/her assignment, a detailed work plan and any other relevant information
Set 2	Report highlighting key communication messages produced and disseminated in regards to INFF and Social Protection Joint Programme through various media platforms such as Twitter, newspapers, Radio and Television; etc,...
Set 3	Producing a video with involved agencies and government officials Compelling quotes from involved UN Agencies and Ministries as well as documentation of stories of INFF in newspapers and in required report

Set 4	Final Report/End of Assignment Report: During the last month of the assignment, the resource mobilization consultant shall submit a final report of the assignment indicating how the objectives of the assignment have been achieved, highlighting challenges and recommendations.
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E. Institutional Arrangement

The consultant will work under supervision of the UNDP IGEU Head of Unit with the support of Communications Analysts from UNDP, UNICEF, WFP and RCO.

F. Duration of the Work

The assignment is expected to take 60 workdays in the period of 6 calendar month

G. Duty Station

Due to the nature of the assignment, the National consultant will work from home and time to time work from UNDP Office or any other UN Agency if required.

H. Qualifications of the Successful Individual Contractor

Academic Qualification

- Bachelor degree with 7 years of experience or Master’s degree with 5 years of experience in communications, Public Relations, marketing, media relations, journalism, international relations, development or another related field

Experience:

- Proven knowledge and experience in media relations and/or advocacy campaigns at the national level, using traditional and social media, multi-media and a variety of platforms required
- Good understanding of general global development challenges and priorities and understanding of international development issues and previous experience with a multilateral or UN organization is a strong asset
- The media consultant must be among the leading prominent social media influencer present on the three mentioned social media platforms (Twitter, Facebook, Instagram)
- The media consultant should have a proven experience in content development
- The media consultant must have proven experience in packaging social media messages in an attractive style.

Language Requirements:

- Excellent command of English is required. The knowledge of French and/or Kinyarwanda is an asset

I. Schedule of Payments

Percentage of payment	Description	Expected timeline
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20 Percent	After submission and approval of the Set 1 of deliverables	10 days from the signing of the contract
20 percent	After submission and approval of the set 2 of deliverables	30 days from the submission of the previous deliverables
30 Percent	After submission and approval of the set 3 of deliverables	30 days from the submission of the previous deliverables
30 Percent	After submission and approval of the set 4 of deliverables	30 days from the submission of the previous deliverables

J. Selection Criteria		
	Weight	Max. Point
Academic Qualification	10%	10
Excellent proposed methodology for accomplishing the assignment	25%	25
A minimum of seven (7) years of relevant experience in one or more of the following areas: public relations, communications, journalism or advocacy, of which 3-5 years at the international level required.	25%	25
Proven knowledge and experience in media relations and/or advocacy campaigns at the international level, using traditional and social media, multi-media and a variety of platforms required	25%	30
Good understanding of general global development challenges and priorities and understanding of international development issues and previous experience with a multilateral or UN organization	15%	20
Total	100%	100

K . How to apply

- (i) **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- (ii) **Personal CV or P11**, indicating all past experience from similar projects as well as the contact details (e-mail and telephone number) of the candidate and at least three (3) professional references;
- (iii) **Brief description** of why the individual considers him/herself as the most suitable for the assignment and a methodology, if applicable, on how he/she will approach and complete the assignment
- (iv) **Financial Proposal** that indicates the all-inclusive fixed total contract price supported by a breakdown of costs, as per template provided

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**OFFEROR'S LETTER TO UNDP
CONFIRMING INTEREST AND AVAILABILITY
FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT**

Date _____

(Name of Resident Representative/Bureau Director)
United Nations Development Programme
(Specify complete office address)

Dear Sir/Madam :

I hereby declare that :

- a) I have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities of [*indicate title of assignment*] under the [*state project title*];
- b) I have also read, understood and hereby accept UNDP's General Conditions of Contract for the Services of the Individual Contractors;
- c) I hereby propose my services and I confirm my interest in performing the assignment through the submission of my CV or Personal History Form (P11) which I have duly signed and attached hereto as Annex 1;
- d) In compliance with the requirements of the Terms of Reference, I hereby confirm that I am available for the entire duration of the assignment, and I shall perform the services in the manner described in my proposed approach/methodology which I have attached hereto as Annex 3 [*delete this item if the TOR does not require submission of this document*];
- e) I hereby propose to complete the services based on the following payment rate : [*pls. check the box corresponding to the preferred option*]:

An all-inclusive daily fee of [*state amount in words and in numbers indicating currency*]
A total lump sum of [*state amount in words and in numbers, indicating exact currency*],
payable in the manner described in the Terms of Reference.
- f) For your evaluation, the breakdown of the abovementioned all-inclusive amount is attached hereto as Annex 2;
- g) I recognize that the payment of the abovementioned amounts due to me shall be based on my delivery of outputs within the timeframe specified in the TOR, which shall be subject to UNDP's review, acceptance and payment certification procedures;
- h) This offer shall remain valid for a total period of _____ days [*minimum of 90 days*] after the submission deadline;

- i) I confirm that I have no first degree relative (mother, father, son, daughter, spouse/partner, brother or sister) currently employed with any UN agency or office *[disclose the name of the relative, the UN office employing the relative, and the relationship if, any such relationship exists];*
- j) If I am selected for this assignment, I shall *[pls. check the appropriate box]:*

Sign an Individual Contract with UNDP;
 Request my employer *[state name of company/organization/institution]* to sign with UNDP a Reimbursable Loan Agreement (RLA), for and on my behalf. The contact person and details of my employer for this purpose are as follows:

- k) I hereby confirm that *[check all that applies]:*

At the time of this submission, I have no active Individual Contract or any form of engagement with any Business Unit of UNDP;
 I am currently engaged with UNDP and/or other entities for the following work :

Assignment	Contract Type	UNDP Business Unit / Name of Institution/Company	Contract Duration	Contract Amount

I am also anticipating conclusion of the following work from UNDP and/or other entities for which I have submitted a proposal :

Assignment	Contract Type	Name of Institution/ Company	Contract Duration	Contract Amount

- l) I fully understand and recognize that UNDP is not bound to accept this proposal, and I also understand and accept that I shall bear all costs associated with its preparation and submission and that UNDP will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.
- m) **If you are a former staff member of the United Nations recently separated, pls. add this section to your letter:** I hereby confirm that I have complied with the minimum break in service required before I can be eligible for an Individual Contract.
- n) I also fully understand that, if I am engaged as an Individual Contractor, I have no expectations nor entitlements whatsoever to be re-instated or re-employed as a staff member.

Full Name and Signature:

Date Signed :

Annexes *[pls. check all that applies]:*

CV or Duly signed P11 Form

Breakdown of Costs Supporting the Final All-Inclusive Price as per Template

Brief Description of Approach to Work (if required by the TOR)

BREAKDOWN OF COSTS SUPPORTING THE ALL-INCLUSIVE FINANCIAL PROPOSAL

A. Breakdown of Cost by Components:

Cost Components	Unit Cost (RWF)	Quantity	Total Rate for the Contract Duration (RWF)
Personnel Costs			
Professional Fees			
Life Insurance			
Medical Insurance			
Communications			
Land Transportation			
Others (pls. specify)			
Travel Expenses to Join duty station			
Round Trip Airfares to and from duty station			
Living Allowance			
Travel Insurance			
Terminal Expenses			
Others (pls. specify)			
Duty Travel			
Round Trip Airfares			
Living Allowance			
Travel Insurance			
Terminal Expenses			
Others (pls. specify)			

B. Breakdown of Cost by Deliverables*

Deliverables <i>[list them as referred to in the TOR]</i>	Percentage of Total Price (Weight for payment)	Amount
Deliverable 1		
Deliverable 2		
....		
Total	100%	RWF.....

**Basis for payment tranches*