**Terms of Reference (TOR)**

**for functions under a National Personnel Service Agreement**

**1. Position Information**

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| **Office/Unit/Project** | Promoting Competitiveness, Collaboration and Modernization in Fruit and Vegetable Sector in Lankaran Region |
| **Functional Title** | Communication Assistant  |
| **Classified Level (NPSA 1-12)** | NPSA 5 |
| **Duty station (City and Country)** | Baku, Azerbaijan  |
| **Type (Regular or Short term)** | Regular  |
| **Office- or Home-based** | Office based |
| **Expected starting date** | 01 January 2022 |
| **Expected Duration** | 1 (one) year with possibility of extension subject to satisfactory performance |

##### **2. Office/Unit/Project Description**

The *Promoting Competitiveness, Collaboration and Modernization in Fruit and Vegetable(F&V) Sector in Lankaran* Region has been designed to strengthening of the business environment for developing inclusive and efficient F&V value-chains, along with a general surge in the national recognition of the importance of Lankaran Economic Region(LER) based agricultural/F&V agricultural/food systems.

Project aim is to improve the livelihoods in rural areas and at reducing the socio-economic disparities in the southeast of Azerbaijan (Lankaran region) by supporting general advance of the local agro-food systems and, more specifically, the development of inclusive and efficient F&V value chains. This is intended to be pursued through the promotion of horizontal forms of cooperation (both formal and informal), that are community driven and capable to meet current needs of F&V Value Chain(VC) operators (especially, small-scale farmers and Micro-Small-Medium Enterprises(MSMEs)).

The project aims to achieve the following goal:

Strengthening farmers’ organization and producers’ production potentials;

Enhancing linkages between F&V-VCs actors (acting both up and downstream the value-chain);

Increasing overall competitiveness, and resulting added-value, of the LER-based F&V industry (also thanks to ad-hoc investments and the provision of technical assistance and specific know-how);

Ensuring adequate access to supporting services (technical supply, productive capacities, etc.,) and to local and external markets; and

Assuring a fairer distribution of the benefits generated all along the value-chain (especially in the case of micro-small farmers and MSMEs).

Under the direct supervision of UNDP Project Manager and in daily coordination with the project team, the Communication Assistant is will assist the project manager in development and implementation of communications, advocacy and outreach strategies and plans, with a specific focus on media. The consultant provides high quality support to planning and communications production to ensure visibility of the project’ outputs and impacts and ensure integrated communications support for programme deliverables.

##### **3. Scope of Work**

1. Assist in creation and distribution of key messages and communication products for different internal and external audiences in close cooperation with project team and UNDP Communications Officer to undertake digital distribution, promotion, monitoring, social media and website analytics;
2. Assist in development/design and immediate distribution of the project press releases, factsheets, web updates, videos, virtual events and social media, including content management;
3. Drafting of talking points, speeches and minutes for the project events, as well as drafting the letters;
4. Assist in development and distribution of success stories, newsletters, brochures, documentaries, social media posts, publications;
5. Asisst in providing communications support at the project meetings/events;
6. Assist in organization roundtable discussions, press conferences;
7. Assist in management of virtual conferences/web streams;
8. Taking photos, reviewing communications material and support to promote of events;
9. Assist in communication with media (press, TV and radio) representatives including invitation to the project events;
10. Assist in drafting, design and layout of communications and visibility materials of the projects in line with UNDP/EU visibility guideline;
11. Travels to the regions, as required;
12. Assist in responding in a timely manner and clearly to media inquiries and to a variety of inquiries and information requests; prepare related correspondence including identifying topics and background information.

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**4. Institutional Arrangement**

The Project Communication Assistant will perform his/her functions under the guidance and direct supervision of UNDP Project Manager.

Structure of reporting: Project Communication Assistant -> Project Manager -> Programme Advisor

**5. Minimum Qualifications of the Successful NPSA**

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| **Min. Academic Education** | Secondary education or Bachelor’s degree in communications, journalism, media relations, marketing, business administration, business management, international relations, public relations, publishing, literature or other relevant field |
| **Min. years of relevant Work experience**  | At least 5 years of experience in public relations, communications, journalism at the national or international level with secondary education   At least 2 years of experience in public relations, communications, journalism at the national or international level with bachelor's degree |
| **Required skills and competencies** | ***CORE COMPETENCIES*** **Achieve Results*** Demonstrate focus on achieving quality results and impact
* Consistently strive to meet or exceed excellence standards
* Hold self and others accountable for results
* Efficiently establish appropriate plans and resources for self and others to accomplish goals

**Level 1: Individual Contributor****Think Innovatively*** Look beyond conventional approaches and established methods
* Propose new ideas, approaches and solutions to problems
* Seek patterns and clarity outside boxes and categories while resisting false certainty and simplistic binary choice

**Level 1: Individual Contractor****Learn Continuously** * Actively pursue opportunities for learning and self-development professionally and personally
* Keep abreast of new developments in one’s professional area
* Proactively seek feedback, demonstrates a desire to learn from others as well as from experiences, both positive and negative
* Contribute to the learning of others

**Level 1: Individual Contractor** **Adapt with Agility** * Be flexible in handling change, and adopt new ideas, approaches and ways of working
* Seamlessly adapt to working within new situations or contexts, with new people, and in different ways Participate in, support, contribute to or drive meaningful change in UNDP
* Be comfortable with ambiguity and effectively managing multiple demands

**Level 1: Individual Contractor** **Act with Determination** * Pursue everything with motivation and drive
* Not give up in the face of adversity and setbacks; demonstrate resilience and composure
* Demonstrate courage, self-motivation and initiative to act on opportunities without being prompted by others
* Be authentic and modest, get things done without unnecessary noise

**Level 1: Individual Contractor** **Engage and Partner** * Act in a way that demonstrates empathy and emotional intelligence, showing consideration for the needs and feelings of others
* Demonstrate and encourage teamwork and co-creation internally and externally to achieve joint objectives and results
* Establish and develop networks that deliver powerful collaborations
* Encourage and respect the views of others; accept views and ideas other than one’s own

**Level 1: Individual Contractor****Enable Diversity and Inclusion** * Treat all individuals with respect, consider ethical implications and respond sensitively to all differences among people
* Fully accept and value all people, creating an inclusive environment
* Understand that inclusion is multi-faceted (e.g. race, gender, age, disability, culture, etc.)
* Understand and appreciate issues from the perspective of others
* Treat everyone fairly and equally
* Demonstrate honesty and transparency

**Level 1: Individual Contractor*****CROSS-FUNCTIONAL COMPETENCIES***  **Communication** * Ability to communicate in a clear, concise and unambiguous manner both through written and verbal communication; to tailor messages and choose communication methods depending on the audience
* Ability to manage communications internally and externally, through media, social media and other appropriate channels

**Digital Awareness and Literacy** * Ability and inclination to rapidly adopt new technologies, either through skilfully grasping their usage or through understanding their impact and empowering others to use them as needed

**Working with Evidence and Data** * Ability to inspect, cleanse, transform and model data with the goal of discovering useful information, informing conclusions and supporting decision-making
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| **Desired additional skills and competencies** | Experience with UN Agencies and other international organizations would be an asset. |
| **Required Language(s) (at working level)** | Fluency in oral and written English and Azerbaijani; Working knowledge of Russian would be an asset. |
| **Professional Certificates** | N/A |
| **How to apply:** | To apply for the position, please follow the below link:[UNDP Career website](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fjobs.undp.org%2Fcj_view_jobs.cfm&data=04%7C01%7Caysel.ganbarli%40undp.org%7C9c7f18917d21406aa73e08d9b303f3fa%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637737651814381123%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=E4QK8oM7JpydQie4hiPfM5Z8UCLIzA0QxgqwO4DJGMQ%3D&reserved=0) |

**6. Travel:**

During the contract period internal travels will be required to the regions of Azerbaijan. No international travel is expected.

**7. The following documents shall be required from the applicants:**

1. Personal CV or P11, indicating all past positions held and their main underlying functions, their durations (month/year), the qualifications, as well as the contact details (email and telephone number) of the Candidate, and at least three (3) the most recent professional references of previous supervisors. References may also include peers.
2. A cover letter (maximum length: 1 page) indicating why the candidate considers him-/herself to be suitable for the position.
3. Managers may ask (ad hoc) for any other materials relevant to pre-assessing the relevance of their experience, such as reports, presentations, publications, campaigns or other materials.

**8. Annexes to the TOR**

Please follow the link to get more information about UNDP Azerbaijan: <https://www.az.undp.org/>