

**Terms of Reference for National Consultant
HeforShe Advisor**

Location:	Brasília, Brazil
Application Deadline:	16/11/2020
Type of contract:	Special Service Agreement (SSA)
Post level:	National Consultant
Languages required:	English and Portuguese
Starting date:	01 December 2020
Duration of assignment:	12 months

I. Background

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.

Brazil ratified key human rights treaties such as the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), the Belem do Pará Convention, and the Convention on the Elimination of Racial Discrimination (CERD). Brazil is also signatory of key normative human rights and development instruments such as the Beijing Declaration and Platform for Action, the Durban Declaration and the Programme of Action and the Declaration on the Rights of Indigenous Peoples. In September 2015, Brazil joined the international community in the adoption of the 2030 Agenda for Sustainable Development, committing with the implementation of the 17 Sustainable Development Goals (SDGs), including SDG 5 “Achieve gender equality and empower all women and girls”.

Globally, in most societies’ men have more power socially, economically, and politically. There is a widely held perception that given the levels of inequality across the world, that resources should be devoted to working with women and girls, to empower them and to enhance their agency to advocate for themselves. Yet there is clear justification that to achieve gender equality

working with men and boys is important for them to challenge the structural and institutionalized inequalities and inequitable social norms. Addressing structural and institutionalized inequality that disadvantages women and girls also benefits men and boys in terms of masculinities. In order to accelerate progress towards gender equality, UN Women created in 2014 the HeForShe solidarity movement aiming to provide a systematic approach and targeted platform on which men and boys can engage and become change agents towards the realization of women's rights.

In this regard, UN Women Brazil Country Office seeks for hiring a national consultant to provide technical and coordination support UN Women Brazil CO in the implementation of HeforShe solidarity movement in the country.

II. Scope of Work/Duties and Responsibilities

Under the overall guidance of the UN Women Representative and direct supervision by the National Programme Officer, National Consultant will implement the following tasks/activities:

Task 1 - Provide technical support and advice for the substantive work partnership frameworks related to the implementation of HeforShe solidarity movement in Brazil

- Activity 1) Update of the HeforShe strategic multistakeholder partnership framework and action plan aligned to the global vision and impact
- Activity 2) Support the implementation of the approved strategy and action plan
- Activity 3) Coordinate communications and information flow to stakeholders
- Activity 4) Support the coordination of the National Committee of HeforShe, updating its composition, organizing meetings, following up on agreements reached and maintaining key partners engaged
- Activity 5) Provide technical guidance and advice on the development of partners' action plans aligned to HeforShe movement and UN Women Brazil CO priorities
- Activity 6) Provide support to resources mobilization related activities to contribute to the implementation of HeforShe commitments in Brazil, mapping opportunities and drafting concept notes and project documents when needed.
- Activity 7) Liaise with Programme team in Brazil CO and provide technical support and advise to mainstream the work with masculinities and engagement of men and boys in existing programmes

Task 2 - Work in close collaboration and coordination with UN Women Brazil communication team on the implementation of HeforShe movement

- Activity 1) Develop a digital strategy to engage media partners, mapping key stakeholders in this sector, outreaching them and ensuring their involvement in HeforShe activities, as well as effective visibility to UN Women and HeforShe
- Activity 2) Liaise with HQ, Regional Office and Brazil Country Office communications team to ensure alignment between global HeForShe Campaign approach and its adaptation to Brazilian context and programmatic/advocacy priorities

- Activity 3) Map and engage leaders, celebrities, influencers, and bloggers in support to HeforShe movement in Brazil, coordinating their participation and visibility.
- Activity 4) Develop production schedules, including for social media and monitor activities;
- Activity 5) Contribute HeForShe campaign related content for UN Women social media channels, develop content plans and manage promotions;
- Activity 6) Develop HeForShe publications, including the annual report; draft brief event reports.

III. Assignment Deliverables

#	Deliverables	Deadlines
1	Proposed work plan for the assignment	30 days after signature of contract
2	Results-based report on support provided for the implementation of UN Women coordination mandate and on the engagement of traditional and non-traditional partners	120 days after signature of contract
3	Results-based report on support provided for the implementation of UN Women coordination mandate and on the engagement of traditional and non-traditional partners	240 days after signature of contract
4	Results-based report on support provided for the implementation of UN Women coordination mandate and on the engagement of traditional and non-traditional partners	360 days after signature of contract

*All reports should be submitted in English language and include the full set of supporting documents, such as training agendas and methodologies, handouts, lists of participants, etc. The supporting documents can be submitted in Portuguese.

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

IV. Inputs

The Consultant is expected to work in the UN Women office during the assignment on an intermittent basis, as required by her/his supervisor. UN Women will provide computer and IT equipment (printer, scanner in periods when the Country Office is open). Otherwise, the consultant is expected to work using her/his own computer.

UN Women will provide the Consultant with background materials related to the assignment and provide logistic and coordination support for the organization of meetings with key stakeholders and partners.

V. Performance evaluation

Consultant's performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered. The evaluation will be carried out and cleared by the Project Manager which will also be the basis for payment on a delivery by delivery basis to the Consultant.

VI. Financial arrangements

Payment will be disbursed not more than once per month, based upon receipt of the deliverables/according to the schedule of the deliverables (as per above matrix) and their certification by UN Women Project Manager that the services have been satisfactorily performed.

VII. Competencies

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>

VIII. Required Skills and Experience

Minimum requirements

Education:

- University degree in journalism, communications, international relations, gender studies, marketing or another related field

Languages and other skills:

- Fluency in English
- Working knowledge in Spanish

Desirable requirements (optional)

Experience:

- At least 5 years of professional or academic experience on gender equality
- At least of 5 years of professional experience in raising the visibility and influence of an organization or a cause through effective communications strategies
- At least 5 years of experience coordinating multiple and diverse stakeholders, including high-level individuals, in a campaign oriented, advocacy environment
- At least 5 years of professional or academic experience on masculinities and/or work with men and boys focused on the promotion of gender equality

IX. Evaluation of Applicants

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 (70% of total evaluation; total max 70 points)

The total number of points allocated for the technical qualification component is 70. The technical qualification of the individual is evaluated based on desk review and following technical qualification evaluation criteria:

Technical Evaluation Criteria	Maximum obtainable Points
Criterion A – Education <ul style="list-style-type: none"> ▪ University degree in journalism, communications, international relations, gender studies, marketing or another related field 	5
Criterion B – Language <ul style="list-style-type: none"> ▪ Fluency in English 	5
<ul style="list-style-type: none"> ▪ Working knowledge in Spanish 	5
Criterion C – Experience with total for all the following criteria	55 including:
<ul style="list-style-type: none"> ▪ At least 5 years of professional or academic experience on gender equality 	15
<ul style="list-style-type: none"> ▪ At least of 5 years of professional experience in raising the visibility and influence of an organization or a cause through effective communications strategies 	10
<ul style="list-style-type: none"> ▪ At least 5 years of experience coordinating multiple and diverse stakeholders, including high-level individuals, in a campaign oriented, advocacy environment 	15
<ul style="list-style-type: none"> ▪ At least 5 years of professional or academic experience on masculinities and/or work with men and boys focused on the promotion of gender equality 	15
Total Obtainable Score	70

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 50 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).

Evaluation process

Phase 1: shortlisting, based on minimum requirements and completion of documentation

Phase 2: desk review of application documents based on minimum and desirable requirements

Phase 3: written test (optional)

Phase 4: interview (optional)

X. Application and submission package:

All applicants must complete the online Application Form [https://forms.office.com/Pages/ResponsePage.aspx?id=RAfNKxiefUiFw8mjJSIL6KB9ubvjWQRGpoyZBm_3IJ9UQkFJQ1YxTzNDR0VLSTc4VkJDTVJDN1NUVC4u].

All applications must include as one attachment:

- 1) **Completed and signed UN Women Personal History form (P-11)** in English which can be downloaded from <https://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-p11-personal-history-form.doc?la=en&vs=558>
- 2) **Financial proposal (sample is provided in Annex I):** The financial proposal shall specify a **total lump sum** amount with a breakdown of a daily professional rate per number of anticipated working days, travel costs (daily subsistence allowance and other in-country travel costs) and other related costs (e.g. tele-communication).

Interested candidates are requested to apply no later than **11:59 pm 16/11/2020** by submitting applications to: unwomenbra.hr@unwomen.org with the subject "National Consultant on HeforShe".

Applications without P11 and financial proposal may be treated as incomplete and may not be considered for further assessment.

XI. Observations

Due to the substantial number of applications received, only selected candidates will be notified. Applicants must not be directly related (mother, father, sister, brother, son, or daughter) to UN staff. Applicants must be Brazilian or have permission to work in Brazil.

At the end of the last phase of the selection process, the selected candidate must provide the following documents:

- Copies of diplomas and certificates listed on form P11.
- Copies of IDs (RG and CPF), or another identification document with photo and signature.

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.

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.

UN Women applies fair and transparent selection process that would consider the competencies/skills of the applicants as well as their financial proposals.

Annex I - Sample of Financial Proposal

The format shown on the following tables is suggested for use as a guide in preparing the Financial Proposal

A. Cost Breakdown per Deliverables*

	Deliverables	# of days and Percentage of Total Price (Weight for payment)	Price, BRL (Lump Sum, All Inclusive)
1			
2			
3			
4			
	Total	max. # of working days (100%)	BRL.....

**Basis for payment tranches*