

## Labour Administration and Working Conditions ILO Country Office for Bangladesh Terms of Reference (ToR)

<b>Assignment:</b>	<b>National Consultant to support LAWC communications</b>
<b>Contract Type:</b>	External Collaborator (ExColl)
<b>Location:</b>	The assignment takes place in Dhaka
<b>Duration:</b>	40 working days (maximum and payment will be based on actual days of assignment) in country over the period of 02 months (tentatively the assignment will be started from end-April or early-May 2023 but the date of commencement to be finalized after completion of recruitment process).

### 1. Background

#### Introduction

While notable progress is being made to improve the country's legal context in the past decade, momentum must be maintained to support the smooth graduation of the country out of LDC's.

Understanding the renewed impetus to assist the government of Bangladesh and its employers and workers' organizations, CO-Dhaka and its current RMG centric projects reviewed current operations with the goal to optimize the ILO's continued assistance to the national constituents in the garment sector and beyond.

CO-Dhaka and its RMG-centric projects recognize there is, now more than ever, an imperative to ensure that a system is firmly in place that further emphasizes *efficiency and collaboration, accountability, and leadership*. Along with the Government of Bangladesh's development frameworks, the new Bangladesh Decent Work Country Programme (DWCP), as well as the Government's ILO Roadmap and the National Action Plan for the Labour Sector in Bangladesh, offer a renewed momentum and policy framework for addressing this need for results through a new organizational structure.

As a result, CO-Dhaka and its RMG Programme appreciate the need to create a new "Labour Administration and Working Conditions" (LAWC) cluster. The goal of the LAWC cluster is clear: to better equip CO-Dhaka and its RMG projects so increase synergies between CO-Dhaka ILO operations to limit overlaps and other duplications. It proposes greater *efficiency and collaboration, accountability, and leadership* in a joint effort to support Bangladesh and its industries in working toward its development goals. The structure of the new CO-Dhaka LAWC operations, under the overall leadership of an overall cluster programme manager, the LAWC activities are to be rearranged into and coordinated through three mutually reinforcing thematical technical streams of work units as follows; (i) Labour administration/OSH/Industrial Safety unit, (ii)child labour, (iii) competitive and sustainable enterprises unit, with the cross-cutting constituents capacity development support coming from the Learning hub and a Cluster support unit that includes Communications

As the RMG Programme is phasing out and transitioning into a new era of work, the incumbent will perform the advocacy and communication related this transition and related to this, promote and disseminate the activities and results of EU1 and Trade for Decent Work projects in alignment with the ILO Communication strategy and guidelines. The target audience for these projects include ILO's tripartite constituents, development partners, funding partner (EU) and the local, national and global electronic, print and social media.



## 2. Scope of Work

The consultant is expected to do the followings:

- Review, update and manage communication plans and associated budget and procurement plans for EU1 and Trade for Decent Work projects.
- Draft information materials such as press kits, press releases, fact sheets, talking points, feature articles and brochures for the media and other target audiences in English, (also translate into Bangla as needed).
- Develop and maintain a set of key messages on labour administration, working conditions, social dialogue and labour standards. Share information and input with the Country Office, other projects and relevant stakeholders.
- Create and publish content on ILO's corporate platforms (website, social media, newsletter) in English and Bangla.
- Provide communication support to RMGP-II, EU1 and Trade for Decent Work project teams in designing and producing publications, presentations and visibility items.
- Develop and maintain relations with national and international media. This includes maintaining and expanding the media contact list, handling interview requests and providing support to journalists reporting on the various project interventions and other ILO-related work in Bangladesh.
- Provide communication support to RMGP-II, EU1 and Trade for Decent Work projects in organising bilingual awareness-raising activities and events, specifically catered to local stakeholders, as well as the general public in Bangladesh.
- Regularly monitor media output related to RMGP-II, EU1 and Trade for Decent Work projects' activities and areas of interest.
- Produce audio-visual content (photos, video stories and footage), in close cooperation with the Regional Communication Officer and the Department of Communication (DCOMM) at ILO headquarters in Geneva.
- Other duties as requested by supervisor.

## 3. Specific Deliverables

No.	Specific Deliverables	No. of workdays required	% of Payment
1.	Review and ensure the quality of closing event programme contents as per ILO guideline in collaboration with event coordinator and the firm	5	10%
2.	Draft/organise and finalise key messages, visibility and promotional items (stalls, videos, pictures, etc.) closely with RMGP-II staff and the firm for closing event and promote the event on social media	10	20%
3.	Review and provide necessary inputs to ensure that awareness campaign materials developed by Asiatic Experiential Marketing Ltd (AEXP) are in line with ILO brand guidelines	5	10%
4.	Based on technical content provided by a legal consultant, design infographic and create short explainer video on the following topics	18	55%



No.	Specific Deliverables	No. of workdays required	% of Payment
	<ul style="list-style-type: none"> <li>• The international labour standards, supervisory mechanism, linkages to the National Action Plan on the Labour Sector and the Roadmap, as well as how Technical Note can be used to support the Labour law reform process.</li> <li>• ILO Conventions Nos 87 and 98</li> <li>• ILO Conventions Nos 81</li> <li>• ILO Conventions Nos 155 and 187</li> <li>• ILO Conventions Nos 190</li> </ul>		
5.	Content creation for the social media posts for RMGP II Gender activities	2	5%
<b>Total days</b>	<b>40 days (Maximum/ payment will be subject to actual days of assigned engagement)</b>	<b>100%</b>	

#### 4. ILO's RESPONSIBILITIES

The ILO will:

- 4.1 Monitor and supervise the work of the consultants and review progress of the work;
- 4.2 Provide research documents, national policy documents, and previous skills needs analyses (if available).
- 4.3 Provide technical inputs (as required);
- 4.4 Provide technical assistance /feedback as necessary;
- 4.5 Provide support for engaging stakeholders and organizing meetings/workshops;
- 4.6 Present the outputs to the Project Steering Committees, Project Coordination Committees, and other stakeholders
- 4.7 Ensure payment of agreed amount in three tranches. Payment will be linked to successful delivery of the outputs as per ILO rules and regulations; and
- 4.8 Perform any other tasks as described in the contract document.

#### 5. SCHEDULE AND REPORTING

- 5.1 The envisioned assignment is expected to be completed within the duration of the assignment and delivery as per details provided under 2 and 3.
  - 5.2 The Consultant/s will submit final report to Programme Manager at the ILO Labour Administration and Working Conditions unit under close guidance of the Programme Manager for Labour Administration and Working Conditions.
6. The Consultant will coordinate with the Programme Officers (PO's) concerned from the Labour Administration and Working Conditions unit. The programme team (PO's) will provide necessary oversight and quality assurance, and the Programme Manager will also carry out a performance evaluation at the end of the assignment.

## 7. COMPLETION CRITERIA

- 6.1 All reports to be submitted to the ILO must be relevant to the outputs mentioned in the ToR.
- 6.2 Provide information and update progress as requested by ILO Labour Administration and Working Conditions unit.
- 6.3 The consultant has to follow the guideline of ILO to ensure quality of the reports / documents.
- 6.4 The consultant should be proactive, timely report on the progress, and undertake visits to implementing partners' site, participate in meetings as and when necessary.

## 8. SPECIAL TERMS AND CONDITIONS

### a) Confidentiality Statement and Intellectual Property of Data

All data and information received from the ILO and the stakeholders for the purpose of this assignment are to be treated confidentially and are only to be used in connection with the execution of these ToR. All intellectual property rights arising from the execution of this ToR is assigned to ILO according to the grant agreement. The contents of written materials obtained and used in this contract may not be disclosed to any third parties without the express advance written authorization of the ILO.

### b) Unsatisfactory or incomplete work

For the assignment, the ILO's Standard Rules and Procedure for External Collaborator shall be applicable. In event that the service delivered is unsatisfactory or fails to conform to the conditions set out above, the ILO reserves the right, as appropriate to interrupt it, to request that it be corrected or modified, or to refuse to accept the service.

### c) Insurances:

The ILO accepts no liability in the event of death, injury or illness of the External Collaborator. The External Collaborator attests that he/she is adequately covered by insurance for these risks. In no circumstances shall the External Collaborator be covered by any ILO insurance and it is his/her responsibility to take out, at his/her own expense, any personal insurance policies he/she may consider necessary, including a civil liability insurance policy.

## 9. Duration of the Work and Duty Stations:

The duration of the assignment will be for 40 working days (maximum and payment will be based on actual days of assignment) in country over the period of 02 months (tentatively the assignment will be started from end-April or early-May 2023 but the date of commencement to be finalized after completion of recruitment process).

ILO shall NOT provide office space in Dhaka and necessary logistics (like Laptop, Printer, Paper, internet, local travel, etc.) to carry out day to day jobs of the consultant.

## 10. Schedule of Payments:

The consultant will only be paid upon successful completion of the deliverables as per following tranches:

- 1<sup>st</sup> payment: 40% will be paid after completion of deliverables 1, 2 & 3 with ILO satisfaction.
- Final payment: 60% will be paid after completion of deliverables 4 & 5 with ILO satisfaction.
- Travel cost will be paid as per ILO rule.

Transport cost visiting other peer organizations, will be reimbursed at actual basis upon submission of Travel Authorization and proof of travel documents. Consultant should take prior travel authorization from the SDIR management.

DSA will be paid for actual number of night stay (as per UN DSA rate & following ILO rules and provisions) upon submission of Travel Authorization and proof of accommodation documents.

## 11. Qualifications and Experiences of the Consultant

The assignment will be contracted to a person with demonstrated knowledge and understanding of policy, enterprise, and labour development and who is familiar with industry landscape of Bangladesh.

### ***Academic Qualification:***

University or equivalent degree in communications, journalism, design, fine art, international relations, or other relevant discipline.

### ***Experience and Competencies:***

- 12.1 At least two years of professional experience in media, marketing, public information and writing for the web or related fields of work.
- 12.2 Prior experience of working within the country or abroad on similar assignments with detail focus on decent work, gender equality, responsible business conduct projects
- 12.3 Excellent command of English and Bangla (written and spoken)
- 12.4 Experience of creating compelling content and writing for the website and social media platforms.
- 12.5 Experience of producing audio-visual/broadcast material.
- 12.6 Experience and good knowledge of social media and campaign, i.e. graphics design skill will be considered a strong asset for this position.

### ***Competencies:***

- 12.7 Proven ability to develop working relationships with media professionals upholding high standard of ethics.
- 12.8 Demonstrated ability to develop and oversee a public information/communication programme of advocacy and outreach activities.
- 12.9 Ability to evaluate information needs and to provide appropriate and targeted information accordingly.
- 12.10 Ability to be a team-player with keen attention to details and work in a multicultural environment. Gender-sensitive behaviour and attitudes are also required.
- 12.11 Proactive and solution-oriented mindset while possessing good interpersonal and communication skills.
- 12.12 Ability to conduct interviews and write scripts and outlines of video stories.

## 12. Evaluation Criteria and Score

The selection of the candidate will be made based on the cumulative analysis scheme, where total score will be obtained upon combination of weighted technical (70%) and financial (30%) aspects.

<b>Evaluation Criteria:</b>
(a) University or equivalent degree in communications, journalism, graphic design, fine art, international relations, or other relevant discipline
(b) At least 02 years of professional experience in media relations (drafting and disseminating press releases), digital marketing, public information and writing for the web.
(c) Strong track record in organising visibility for public events and activities
(d) Proven experience of content development and graphic design in English and Bangla
(e) Experience of managing the production of audio-visual/broadcast materials and publications,
(f) Proven experience of designing and conducting communication campaign and advocacy for Bangladeshi audience.

## 13. Recommended Presentation of Proposal

Interested individuals must submit the following documents/information to demonstrate their qualifications.

- **Personal CV**, indicating all past experience from similar assignments, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- **Technical Proposal** will specify the candidate's qualifications and relevant experiences, and portfolio packages or samples of works in similar assignments authenticated/certified by relevant authority.
- **Financial Proposal** shall specify the professional fees for this assignment. Financial Proposal has to be submitted through a standard template attached herewith (*ANNEX-01*).
- To substantiate your daily fee, you are also requested to enclose any of your recent contract.

The ILO promotes equal opportunities for women and men to obtain decent and productive employment in conditions of freedom, equity, security, and human dignity. Only pre-selected candidate will be call for interview.

*Interested individuals must submit aforementioned documents to the ILO through email ID: [rmgp-dhaka@ilo.org](mailto:rmgp-dhaka@ilo.org) within, 4.30pm on 18<sup>th</sup> April 2023. Proposers who shall not submit these documents shall not be considered for further evaluation.*



## **BREAKDOWN OF COSTS** **SUPPORTING THE ALL-INCLUSIVE FINANCIAL PROPOSAL**

**A. Breakdown of Cost by Components:**

<b>Cost Components</b>	<b>Unit Cost in USD/BDT</b>	<b>Quantity</b>	<b>Total Rate for the Contract Duration</b>
<b>I. Personnel Costs</b>			
Professional Fees		40 working days	
<b>II. Duty Travel (applicable only if supported by the assignment description)</b>			
Travel cost for official visit	As ILO policy	As per IO policy	As per ILO policy