

**CONSULTANT VACANCY ANNOUNCEMENT
(Re-advertisement)**

Issued on 31 July 2017

ORGANIZATIONAL LOCATION:	UN-Habitat Regional Office for Asia and the Pacific (ROAP)
DUTY STATION:	Kabul, AFGHANISTAN; travel to other provinces may be required
FUNCTIONAL TITLE:	Technical Advisor, Communications - City For All (CFA)
GRADE:	UNOPS IICA2 (P-4 Equivalent)
DURATION:	24 months max. upon initial appointment. Contract will be issued every year (to be extended based on performance evaluation).
START DATE:	Start as soon as possible
CLOSING DATE:	14 August 2017

BACKGROUND

UN-Habitat is supporting the Government of Afghanistan to implement the City for All (CFA) programme in Kabul, the capital city, and in seven other provincial cities. The programme has received funding from USAID and the European Union and is being implemented from 2016 until 2020. The CFA programme is underpinned by the fact that harnessing Afghanistan's cities for state building and peace-building requires three fundamental components:

- (i) Effective land management - The programme will support the municipalities to survey and register all properties within their boundaries (estimated 500,000 in Kabul and 300,000 in the other seven cities) and provide technical assistance to Afghanistan Land Authority (ARAZI) to issue occupancy certificates in informal urban areas. This will significantly expand local revenues for the municipalities and increase tenure security in Afghan cities
- (ii) Strategic urban/action planning - The programme will assist local communities to develop capital investment plans by identifying and prioritizing local infrastructure projects, and provide the funds to implement the projects using 'people's process'. This process will establish a collective vision for inclusive service delivery and public investment
- (iii) Improved municipal finance and governance - The programme will work with municipal authorities to improve financial management including business licensing, safayi (municipal service charge) collection as well as participatory planning and budgeting including Municipal Advisory Boards and citizen representatives.

Together, these create the fundamental conditions for improved state-society relations, stimulating the economy, promoting investment, increasing the legitimacy of the state in the eyes of the citizens and strengthening municipal institutions. See the full version of the Background in the Annex.

UN-Habitat is looking for a highly qualified communications expert to educate CFA programme beneficiaries on the objectives and their role in the programme, to keep programme stakeholders including the donors abreast of the progress and achievements of the programme, and to inform various audiences in and outside Afghanistan of the impact of the programme.

Under the overall supervision of the Senior Human Settlements Officer, UN-Habitat Regional Office for Asia and the Pacific (ROAP) and direct supervision of the Chief of Party, and Country Programme Manager in Afghanistan, and in close cooperation with the Advocacy, Outreach & Communication Branch at UN-Habitat HQs, the Communications Advisor will be responsible for the following tasks and activities:

RESPONSIBILITIES

1) Design and implement the communications strategy for CFA programme

- Lead the development and execution of a communications strategy for CFA;
- Develop and/or adapt appropriate tools for effective and efficient communication of CFA objectives, the roles of beneficiaries and the progress and achievements of the programme;
- Coordinate the deployment of the communications tools (frequency, audience, channel, etc) including ensuring relevant and appropriate messaging, accurate targeting and optimal reach;
- Undertake in-country missions to field sites and visits to government counterparts and donors to assess the effectiveness of CFA communications;
- Work closely with CFA and the donors to ensure proper branding and marking guidelines are used; and
- Support the development and execution of communication strategies for other programmes in UN-Habitat Afghanistan country programme to ensure consistency, alignment and complementarity in messaging between different programmes, and promotion of the UN-Habitat Country Programme Document 2016-2019

2) Plan CFA outreach and events in collaboration with programme staff

- Research and advise on effective outreach campaigns to raise public awareness of CFA objectives, educate programme beneficiaries and the wider public on their roles in the programme, and to push specific messages to support programme outcomes e.g. increase the proportion of urban residents paying safayi;
- Coordinate the preparation, printing and distribution of written communication products (e.g. pamphlets, brochures, etc) and promotional materials (e.g. banners, folders, etc) as appropriate;
- Support the organization of key CFA events (e.g. event launches, report endorsements, etc) ensuring that event appeal leads to wider participation and visibility of the programme and programme donors; and,
- Conduct field visits to observe programme activities, interact with programme beneficiaries, collect evidence, data and information for success stories and support the strengthening of partnerships with local authorities and partners.

3) Ensure adequate representation of CFA programme in the press and media

- Interact with the major media houses in Afghanistan to create a relationship and enter agreements directly or through government/NGO partners for coverage and/or airing of CFA events, op eds, radio/TV clips, etc at affordable rates;
- Coordinate CFA participation in a regular (weekly, monthly, etc) radio programming to popularise the CFA approach and methods (e.g. Peoples' Process);
- Coordinate the production of audio-visual products (e.g. animation video) featuring CFA for screening at all CFA events;

- Forge networks aimed at placing articles on CFA in major regional and/or international press, academic journals, and blogs;

4) Online communications

- Review and improve all CFA accounts and profiles on social media platforms;
- Ensure the maintenance and updating of CFA social media accounts;
- Coordinate the preparation and regular uploading of CFA online products (e.g. quarterly newsletter, etc); and,
- Upload CFA news items, stories and other articles on the various UN-Habitat websites (i.e. UN-Habitat Afghanistan, UN-Habitat ROAP, UN-Habitat HQ).

5) Writing and editing

- Review and improve the draft standard CFA PowerPoint presentation (design, content, brevity, message, etc.);
- Compile/collate written materials (e.g. programme progress summaries, donor briefs, speeches/speaking points, etc) on CFA programme as required;
- Produce headings, punchlines and key messages for briefing papers and other written communication products or promotional materials;
- Review key/sensitive correspondence; and,
- Edit CFA reports and other programme documents.

COMPETENCIES

- **Professionalism:** Ability to perform a broad range of administrative functions, e.g., budget/work programme, human resources, database management, etc. Ability to apply knowledge of various United Nations administrative, financial and human resources rules and regulations in work situations. Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.
- **Communication:** Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify, and exhibits interest in having two-way communication; tailors language, tone, style and format to match audience; demonstrates openness in sharing information and keeping people informed.
- **Teamwork:** Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.
- **Planning & Organizing:** Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; allocates appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary; uses

time efficiently

EDUCATION

Advanced university degree (Master's or equivalent) in mass communications, journalism, multimedia broadcasting, or social sciences (e.g. international relations, development economics, geography, sociology, political science, etc) is required. A first-level degree in a relevant discipline in combination with at least 10 years working experience may be acceptable in lieu of the requirement for an advanced degree.

QUALIFICATION

A minimum of 7 years working experience is required in:

- Communications or spokesperson for development projects or organisations;
 - Public/external relations or advocacy;
 - Reporting and/or broadcasting; and/or
 - Activism or outreach work
- In addition,
- Previous working experience in Afghanistan is an added advantage;and
 - Previous working experience with the UN, or in EU or USAID-funded programmes is an added advantage

LANGUAGE SKILLS

English and French are the working languages of the UN secretariat. For the post advertised, fluency in English (both oral and written) is required. Knowledge of another UN official language is an advantage. Fluency in Dari or Pashto is an added advantage.

OTHER SKILLS

The following knowledge/skills are required

- Communications
- Writing
- Creative IT skills
- HTML, Dreamweaver, or other website software experience
- Experience with Adobe Indesign, Corel Draw or other design tools
- Photography skills

Personal Qualities

- A strong commitment to gender sensitive, social inclusive and pro-poor development work
- Ability to work with multi-disciplinary team
- Consultative and empowering working style and willingness to learn from others
- Willingness to travel as required

REMUNERATION

Payments will be based on deliverables over the consultancy period. There are set remuneration rates for consultancies. The rate is determined by functions performed and experience of the consultant. The fees will be paid as per agreement.

International Travel (Home – Kabul):

The cost of a return air-ticket from the place of recruitment on least-cost economy and visa fee will be reimbursed upon submission of travel claim together with the supporting documents including copy of e-ticket, receipts and used boarding passes. Three quotations from the reputable travel agents shall be submitted for UN-Habitat's clearance prior to purchase of tickets.

Local Transportation:

Such as vehicle arrangements to provinces will be covered by UN-Habitat.

Travel Advice/Requirements:

Technical Advisor, Communications must abide by all UN security instructions. Upon arrival he/she must attend a security briefing provided by UN-Habitat Security section. He/she should undertake Basic and Advanced Security Training as prescribed by UNDSS. Regular missions will be undertaken for which UNDSS authorisation must be sought

Reporting Arrangements:

Technical Advisor, Communications will work under the overall supervision of the Senior Human Settlements Officer, UN-Habitat Regional Office for Asia and the Pacific (ROAP) and direct supervision of the Chief of Party, and Country Programme Manager in Afghanistan, and in close cooperation with the Advocacy, Outreach & Communication Branch at UN-Habitat HQs.

Applications should include:

- Cover memo (maximum 1 page)
- CV in the PHP format, accessible through the INSPIRA website (inspira.un.org) Please note, if using INSPIRA for the first time, you need to register in order to activate your account, which will allow you to log in and create a personal History Profile.
- The PHP should be attached to the application as a PDF file.
- Summary CV (maximum 2 pages), indicating the following information:
 1. Educational Background (incl. dates)
 2. Professional Experience (assignments, tasks, achievements, duration by years/ months)
 3. Other Experience and Expertise (e.g. Internships/ voluntary work, etc.)
 4. Expertise and preferences regarding location of potential assignments
 5. Expectations regarding remuneration
- Cover memo (maximum 1 page)

Please also be advised that since April 15th 2010, applicants for consultancies must be part of the UN-HABITAT e-Roster in order for their application to be considered. You can reach the e-Roster through the following link: <http://e-roster.unhabitat.org>

All applications should be submitted to:

UN-Habitat Regional Office for Asia and the Pacific
 ACROS Fukuoka, 8th Floor
 1-1-1 Tenjin Chuo-ku, Fukuoka, 810-0001 Japan
habitat.fukuoka@unhabitat.org

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Please indicate the Post Title: “**29. AFG-Communications Advisor CFA**” in your e-mail subject.

Please note that applications received after the closing date stated below, will not be given consideration. Only short-listed candidates whose applications respond to the above criteria will be contacted for an interview. The fee will be determined according to the qualifications, skills and relevant experience of the selected candidate. In line with UN-Habitat policy on gender equity, applications from female candidates will be particularly welcome.

Deadline for applications: 14 August 2017

UN-HABITAT does not charge a fee at any stage of the recruitment process. If you have any questions concerning persons

or companies claiming to be recruiting on behalf of these offices and requesting the payment of a fee, please contact:
recruitment@unon.org

Annex:

I. Background (full version)

BACKGROUND

UN-Habitat is supporting the Government of Afghanistan to implement the four year *City for All* starting from 31 March 2016. The Programme is underpinned by the fact that harnessing Afghanistan's cities for state building and peace-building requires three fundamental components: (i) effective land management and clear land rights and responsibilities; (ii) strategic urban planning to guide investments and establish a common vision for an inclusive and prosperous urban future; and (iii) improved municipal governance, citizen engagement and representation. Together, these create the fundamental conditions for improved state-society relations, stimulating the economy, promoting investment, increasing the legitimacy of the state in the eyes of the citizens and strengthening municipal institutions.

This four year programme will be implemented in Kabul city (funded by USAID) and other major urban centres in Afghanistan (funded by European Union). The action will support Kabul and other municipalities to survey and register all properties within its municipal boundaries [residential and nonresidential properties (e.g. commercial, institutional, etc.) plus several hectares of vacant land]. This will improve land management (e.g. increase tenure security and reduce land grabbing) as well as significantly expand the potential tax base. Aligned with the land survey will be street addressing, house numbering/street lighting which are essential for improved urban management and increasing citizen's socio-economic inclusion.

Based on the property survey and registration, a *safayi* certificate ("municipal note-book") can be issued by the municipality, once the property occupant pays the annual *safayi* tax. While not a land tenure document per-se, it does give some degree of tenure security and recognition by authorities. This programme will also support the issuance of land "occupancy certificates" to improve tenure security for households and land occupants.

An urgent need in Afghan cities is strategic urban planning to develop a common vision at city level of how to promote Local Economic Development (LED), to stimulate investment and expand inclusive service delivery. The land/property survey provides the ideal "baseline" from which to plan. The process will be driven by local stakeholders and focus on linking urban planning with finance (public and private investments) to ensure plans are realistic and actually implemented (not as "wish-lists"). As Afghanistan is rapidly urbanizing, strategic planning (rather than traditional master planning) is an essential tool for managing urban growth and expanding access to services in already crowded and largely informal cities.

Planning needs to be followed up with finance for sub-projects so the plan can be implemented and citizens see results from their engagement. The programme will provide performance-based block grants for infrastructure at *Gozar/Nahia* level to: (i) act as a catalyst toward implementation of the strategic plans; (ii) build the capacity of municipal finance, engineering and service departments in sub-project planning, design, implementation and monitoring; (iii) as an incentive to motivate the collection of *safayi* tax (grants will be released once certain tax collection targets are achieved); and (iv) strengthen the legitimacy of the National Unity Government.

To achieve these results at local level, significant central-government capacity development and reforms are required. The programme will therefore improve the enabling environment by providing technical support to central government-level authorities, including the Afghan Land

Authority (ARAZI), Ministry of Urban Development Affairs (MUDA), Deputy Ministry of Municipalities (DMM)/IDLG and Kabul Municipality (KM) to improve relevant national policies, legislation, regulations and guidelines. This is essential to enable up-scaling, replication and sustainability.

Overall, through targeting both duty bearers and duty holders, the programme will increase a sense of civic responsibility and collective action, and enhance the social contract between citizens and the state. Citizens will pay *safayi* tax and invest in their properties and contribute to economies of agglomeration if they see tangible improvements and feel they have a “stake in the city”. In post-conflict countries and fragile states this enhanced social contract is essential to state building and security goals, especially in urban areas which offer a density advantage in which taxes and endogenous revenue generation has greater potential.

The programme objectives and approach reflects the stated vision of H.E. President Ashraf Ghani and the National Unity Government, as outlined in the *Realizing Self Reliance* Framework (RSR)¹: cities as drivers of economic development; making better use of existing resources; increasing local government revenues for service delivery; stimulating local economic development and investment in cities; and fostering a sense of civic responsibility to strengthen the legitimacy of government and state institutions.

The Overall Objective (OO) is to improve stability and stimulate local economic development in Kabul city through enhancing municipal governance and strengthening the social contract between citizens and the state.

The Specific Objective (SO) is to increase tenure security and land management and administration for inclusive urban economic growth and service delivery in Kabul city.

The three expected Results (R) are:

R1: Strengthened municipal capacities and systems for urban planning, land management and municipal revenue/finance;

R2: Improved municipal service delivery and strengthened “social contract” between citizens and municipal authorities;

R3: Improved enabling environment for urban land management and administration, municipal governance, local economic development and service delivery.

¹ GoIRA (2014) *Realizing Self Reliance: Commitments to reforms and a renewed partnership*. London Conference, December 2014.