

ARISE Plus Malaysia

TERMS OF REFERENCE

National Expert on Project Monitoring and Communication

Title of assignment: National Expert on Project Monitoring and Communication

Duty Station: Kuala Lumpur, Malaysia (with travels)

Duration: 6 months (with possibility of extension)

BACKGROUND:

ITC is the joint agency of the World Trade Organization (WTO) and the United Nations (UN). It is the only multilateral agency fully dedicated to supporting the internationalization of SMEs. ITC's mission is to foster inclusive and sustainable growth and development through trade and international business development. ITC Headquarters is located in Geneva, Switzerland.

ITC projects and programmes contribute to the global efforts to achieve UN Global Goals for Sustainable Development and the Aid for Trade agenda.

ITC works at three levels:

- Strengthening the integration of the business sector of developing countries and economies in transition into the global economy,
- Improving the performance of trade and investment support institutions for the benefit of small and medium size enterprises (SMEs), and enhancing the abilities of trade support institutions to better support them,
- Improving the international competitiveness of SMEs.

If you want to contribute your skills to increasing export competitiveness for developing economies, more particularly in Malaysia, and if you are motivated to work in an international environment that promotes diversity, ITC is the organization to work for. We look for dynamic and adaptable individuals able to work at the highest standards of efficiency, competence and integrity, and will be able to live and demonstrate the UN values in their daily activities.

About the Project: ARISE Plus Malaysia

ITC is the implementing agency for the ARISE Plus Malaysia project funded by the European Union (EU). The 3-year project started on 1 February 2021 and will end on 31 January 2024. The Ministry of International Trade and Industry (MITI) is the focal point for the project in Malaysia.

The overall objective (impact) of the project is to support inclusive and sustainable trade growth and poverty reduction in Malaysia, while contributing to economic integration in the ASEAN region.

The specific objectives (outcomes) of the project are:

1. Trade policy formulation and implementation is aligned with regional (ASEAN) and international commitments;
2. Quality Infrastructure System (including standards, certification and metrology) is aligned with ASEAN and EU standards;
3. Sustainable practices in the agri-food sector (agriculture and fisheries) is enhanced and disseminated, in line with ASEAN, international and EU standards.

The three expected results (outputs) of the project are:

1. Strengthened institutional capacities to formulate and implement trade policies aligned with ASEAN and international commitments,
2. Enhanced capacity to develop and implement a quality infrastructure system (standards, certification and metrology) compliant with ASEAN and EU commitments and practices,
3. Enhanced understanding and implementation of sustainable production standards and practices in agriculture and fisheries.

In the context of the overall project coordination, monitoring of project activities, capturing results achieved/changes operated and communicating project impact for use by the project, Malaysian counterparts, EU and ITC, is critical.

The Office for Asia and The Pacific (OAP) of ITC is responsible for the management of the project.

DUTIES AND RESPONSIBILITIES:

The consultant will work under the overall guidance of the Chief, OAP, and the direct supervision of the Project Manager, OAP, based in Geneva, Switzerland, in close collaboration with the National Project Coordinator (based in Kuala Lumpur) and will be responsible for the following duties:

1. Project monitoring support for activities:

- Develop and/or revise project monitoring tools and templates aligned with the project monitoring and results framework and the project M&R guidelines for each activity
- Conduct data collection for online and face to face project activities (through registration forms, attendance sheets, evaluation surveys, pre and post quizzes)
- Compile/analyze participants data (disaggregated per age and gender) and survey/quiz results (usually done through online tools) for each activity, record them in the shared project monitoring tools and summarize them in a brief evaluation report.
- Develop in collaboration with the NPC and technical teams a bi-yearly evaluation survey to monitor project impact, submit, analyze and summarize survey results
- Beyond the bi-yearly survey, identify from 5 to 10 participants per outputs to “follow” during the course of the project and gather qualitative data to assess mid-term project impact (on their professional development, their institution, etc.)
- Provide inputs on project activities and results achieved using data/information collected to monthly reports and bi-annual project progress narrative reporting
- Provide support to liaise with activity focal point to gather relevant data for event organization (list of participants, contacts details, etc.)

2. Project communication support:

- Analyse and use project results for project communication and visibility purposes and produce communication materials based on findings from project monitoring activities;
- Prepare content for use by ITC and project counterparts (for reports, documents, websites and Facebook pages etc.) specifically:
 - Draft a facebook post for each project event/workshop/training
 - Draft webstories and/or press releases for selected activities/events/workshops
 - Make short interviews of project beneficiaries (written or video) for selected activities - interview questionnaires will be developed in collaboration with the project team
 - Develop an impact story booklet with profiles/quotes/testimonials of beneficiaries to be updated on a quarterly basis

- Work with the NPC to invite media at selected project events, as agreed with Malaysian counterparts and ITC HQ and gather project press coverage.
- Take photos during project-related events and activities and select, compile and edit them for use in project promotional materials; Photos can be taken using a smart phone.
- Contribute to efficient communication and outreach at the national level, including representation of the project at country events as/if required.
- Provide support to communicate and liaise with service providers for the organization of events and workshops

All communication material prepared to be in line with EU visibility guidelines and ITC's corporate communication guidelines.

EXPECTED OUTPUTS:

1. Regular data collection, data entry, and data analysis of completed project activities - shared project monitoring tools updated on a bi-monthly basis and short monitoring report developed for each event/activity
2. Inputs for website and social media content on project activities and results achieved prepared and validated with ITC HQ – at least 4 Facebook posts, 1 webstory and 2 short video interviews of beneficiaries per quarter
3. Project impact stories booklet prepared and updated regularly - at least once per quarter
4. Inputs for media releases, promotional materials, speeches, produced/revised for selected project events and press coverage collected – summary of press coverage to be provided per quarter
5. Photos of project events and activities produced (at least 5 high quality pictures per event/activity)*, compiled and shared with National Project Coordinator, ITC HQ and relevant Malaysian focal point partners – photos to be filed on a monthly basis

**ITC Guidelines to take pictures will be shared with the consultant*

EDUCATION:

Advanced university degree (Bachelor) in international trade, Business Administration, Development Studies, Communications or related field.

EXPERIENCE:

At least 3 years' of project-related experience and/or in the areas of monitoring and evaluation, information, communication, event management or related field. Previous experience in working with development agencies is an advantage.

SKILLS:

- Good understanding of development, trade, private sector or related subjects
- Excellent communication, editing and content writing skills
- Demonstrated ability in report drafting and data collection including through interviews and questionnaires
- Knowledge of various media channels, including social media in Malaysia
- Ability to produce and format written and visual content
- Excellent IT skills: Microsoft Suite (Excel, Word, PowerPoint, etc.) and experience with Photoshop, Adobe Indesign and similar software would be an advantage

LANGUAGES:

- Advanced English with excellent written and oral communication skills is essential
- Advanced Malay with excellent written and oral communication skills is desirable

