



UNITED NATIONS INDUSTRIAL DEVELOPMENT
ORGANIZATION

TERMS OF REFERENCE FOR PERSONNEL UNDER INDIVIDUAL SERVICE AGREEMENT (ISA)

Title:	Medicines Advertising Consultant (MAC)
Main Duty Station and Location:	Bogotá, Colombia
Mission/s to:	N/A
Start of Contract (EOD):	01 July 2022
End of Contract (COB):	31 October 2022
Number of Working Days:	12 w/d (WAE)
Project:	180283- Quality Programme for the Chemical Value Chain

ORGANIZATIONAL CONTEXT

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. The mission of UNIDO, as described in the Lima Declaration adopted at the fifteenth session of the UNIDO General Conference in 2013 as well as the Abu Dhabi Declaration adopted at the eighteenth session of UNIDO General Conference in 2019, is to promote and accelerate inclusive and sustainable industrial development (ISID) in Member States. The relevance of ISID as an integrated approach to all three pillars of sustainable development is recognized by the 2030 Agenda for Sustainable Development and the related Sustainable Development Goals (SDGs), which will frame United Nations and country efforts towards sustainable development. **UNIDO's mandate is fully recognized in SDG-9, which calls to "Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation".** The relevance of ISID, however, applies in greater or lesser extent to all SDGs. Accordingly, the **Organization's programmatic focus is structured in four strategic priorities: Creating shared prosperity; Advancing economic competitiveness; Safeguarding the environment; and Strengthening knowledge and institutions.**

Each of these programmatic fields of activity contains a number of individual programmes, which are implemented in a holistic manner to achieve effective outcomes and impacts through UNIDO's four enabling functions: (i) technical cooperation; (ii) analytical and research functions and policy advisory services; (iii) normative functions and standards and quality-related activities; and (iv) convening and partnerships for knowledge transfer, networking and industrial cooperation. Such core functions are carried out in Departments/Offices in its Headquarters, Regional Offices and Hubs and Country Offices.

The Directorate of Digitalization, Technology and Agri-Business (DTA), headed by a Managing

Director, coordinates and mainstreams the Fourth Industrial Revolution (4IR) in its technical cooperation, strategic, normative activities aiming at fostering the inclusive and sustainable development in the era of 4IR. The Directorate creates new and innovative technical cooperation deliverables in the areas of trade, investment, technology innovation and agro-industry and agri-business. The Directorate comprises the Department of Digitalization, Technology and Innovation (DTI) and the Department of Agri-Business (AGR).

Responding to the growing demand for supporting inclusive and sustainable industrial development (ISID) in the era of the new industrial revolution, the Department of Digitalization, Technology and Innovation (DTA/DTI) leads the way in addressing opportunities, challenges and risks stemming from the fourth industrial revolution (4IR) and its contribution to sustainable socio-economic progress. The Department is responsible for the strategic coordination of 4IR-related matters with designated focal points in other technical Departments and organizational entities of UNIDO, as appropriate. In consultation with public and private partners, DTI designs and implements holistic interventions that are tailored to **specific country needs**. **The Department's interventions actively identify and combine complementary services from across three Divisions, namely:**

- Innovation and Digitalization Division (DTA/DTI/IDD)
- Investment and Technology Promotion Division (DTA/DTI/ITP)
- Quality Infrastructure and Smart Production Division (DTA/DTI/QIS)

This position is located under the Quality Infrastructure and Smart Production Division (DTA/DTI/QIS), which seeks to build national and regional quality infrastructure systems needed to provide internationally recognized services, including strengthening institutional capacities (i.e. metrology, standardization and accreditation); building conformity assessment capacities (testing, inspection, certification, calibration, etc.); supporting small and medium enterprises (SMEs) to take advantage of new technologies and standards for smart production and thus participate in global value chains; trade facilitation and promoting quality awareness with the public sector, economic operators and consumers.

PROJECT CONTEXT

In order to consolidate UNIDO/SECO interventions on trade standards compliance within one tool, adding the benefit of a global component facilitating synergies and enhancing coherence among the interventions, UNIDO and SECO have developed a coherent programmatic approach: the Global Quality and Standards Programme (GQSP). The GQSP supports selected countries to align the demand for and supply of quality services required to prove and verify the quality of products. It will have two components (1) Global Knowledge Management (C1) and (2) Country Projects.

The project “Quality Programme for the Chemical Value Chain” has been developed to be considered under component 2 and its overall objective is to foster **Colombia’s integration into the regional and multilateral trading systems**, through the strengthening of the National Quality Subsystem (SICAL) within the framework of the priorities of the 10 industrial groups that compose the Chemical Value Chain and the increase and improvement of **MSME’s¹** capacities to comply with technical requirements, international quality, private and sustainability standards required for trade facilitation. The project includes three complementary outcomes that are aligned to the Global

¹ Micro, small and medium enterprises.

Quality and Standards Programme (GOSP), to be implemented over a period of four years:

- Outcome 1: The sustainability and technical competence of the National Quality Subsystem SICAL are improved in the relevant areas to strategic sectors of the Chemical Value Chain to improve its competitiveness and favorize its access to new markets.
- Outcome 2: The capacity of the MSMEs of the Chemical Value Chain to comply with technical regulations, international quality, private and sustainability standards is enhanced.
- Outcome 3: The awareness for quality is enhanced for the improvement of quality and competitiveness.

FUNCTIONAL RESPONSIBILITIES

The results of the consultancy of the Medicines Advertising Consultant (MAC) will cover activities mainly, but not limited to Outcome 1, in particular those related to support the execution of technical assistance and strengthening initiatives aimed at national institutions such as the market surveillance and control entities of the National Quality Subsystem SICAL. Specifically, the MAC will provide technical assistance to develop personnel capacities at Invima to implement the processes of Inspection, Surveillance and Control of drug advertising and the corresponding sanctions.

The MAC will conduct his/her activities under the supervision of **UNIDO's** DTA/DTI/QIS Project Manager at HQ, and under the coordination of the Project Management Unit (PMU), led by the Chief Technical Advisor (CTA) and the National Quality Specialist (NQS). In addition, the MAC should collaborate with other consultants, especially the National Regulatory Affairs Consultant (NRAC) who will bring guidance to ensure secure, integrated and coherent activities contemplated in the production of other related outputs.

MAIN DUTIES	Concrete/measurable outputs to be achieved	Expected duration	Location
Conduct open meetings with technical groups to define specific content of training, methodology and timeline.	Meeting report Training content, methodology and timeline	2 days	Home based
Provide training about international experiences and regulation on the processes of Inspection, Surveillance and Control of drug advertising and the corresponding sanctions.	Training program, presentations, attendance lists	3 days	
Provide technical advice to develop personnel capacities and operative processes to implement Inspection, Surveillance and Control of drug advertising, according to the “Decree 334/2022” ²	Document including relevant technical advice and guidelines.	7 days	
Provide support in other UNIDO- related activities as deem required by the PM.	Other implementation activities conducted.	During the contract	

The final version of the documents must be organized following the instructions and template provided by the PMU. Finally, the MAC will contribute in the review of final reports of documents that will be edited by PMU, taking into consideration the technical inputs developed by other consultants within the framework of this project. This review is an ongoing process throughout the duration of the ISA and will not require extra days.

REQUIRED COMPETENCIES

Core Values

WE LIVE AND ACT WITH INTEGRITY: work honestly, openly and impartially.

WE SHOW PROFESSIONALISM: work hard and competently in a committed and responsible manner.

WE RESPECT DIVERSITY: work together effectively, respectfully and inclusively, regardless of our differences in culture and perspective.

Key Competencies

WE FOCUS ON PEOPLE: cooperate to fully reach our potential –and this is true for our colleagues as well as our clients. Emotional intelligence and receptiveness are vital parts of our UNIDO identity.

² Ministry of Health and Social Protection. Decree 334 of 2022. Chapter 5. Review and subsequent control of renewal modifications and advertising. (Articles 9 and 10).

WE FOCUS ON RESULTS AND RESPONSIBILITIES: focus on planning, organizing and managing our work effectively and efficiently. We are responsible and accountable for achieving our results and meeting our performance standards. This accountability does not end with our colleagues and supervisors, but we also owe it to those we serve and who have trusted us to contribute to a better, safer and healthier world.

WE COMMUNICATE AND EARN TRUST: communicate effectively with one another and build an environment of trust where we can all excel in our work.

WE THINK OUTSIDE THE BOX AND INNOVATE: To stay relevant, we continuously improve, support innovation, share our knowledge and skills, and learn from one another.

Managerial and Leadership Competencies (as applicable)

WE ARE STRATEGIC, DECISIVE, PRINCIPLED AND INSPIRATIONAL: As managers, we are strategic and fair in driving our team's performance. As leaders, we are a source of inspiration, stand for norms and standards established in the UN Charter and duty bound to defend these ideals with a principled approach.

WE ARE INCLUSIVE AND ACCOUNTABLE: As managers, we are inclusive in our approach and maintain constructive engagement with all our stakeholders. As leaders, we embrace all personnel and stakeholders and are accountable mutually within UNIDO, within the system, to beneficiaries and the public and beyond.

WE ARE MULTI-DIMENSIONAL AND TRANSFORMATIONAL: As managers, we go beyond conventional methods to help our organizational units strengthen their own agility and adaptability to change. As leaders in the UN system, we have a vision which is integrated and engaged across the pillars of Peace and Security, Human Rights and Development.

WE ARE COLLABORATIVE AND CO-CREATIVE: As managers, we foster a team spirit and create meaningful opportunities to hear the voices of those around us, while realizing that only by working together can we accomplish our mission. As leaders we see the inter-dependency of imperatives of the UN Charter and personally champion a collaborative inter-agency, multi-stakeholders and cross-thinking approach.

MINIMUM ORGANIZATIONAL REQUIREMENTS

Education: Advance university degree as lawyer, or in the field of international relations, health, life sciences and/or regulatory affairs, with demonstrable experience and deep knowledge in the regulation of medicines advertising.

Technical and Functional Experience:

A minimum of (5) years of professional experience in regulatory affairs with special focus on the evaluation of medicines advertising and medicines advertising regulation. Experience working with an international health authority or a reference national authority regarding medicines advertising is an asset. Computer skills (MS Office, database management) are required. Strong planning, strategizing, managing, monitoring, scheduling skills.

Languages: Fluency in written and spoken Spanish is required. Fluency and/or working knowledge of another official UN language is an asset.