

RFI - Strategic Recruitment Campaign

Introduction

The United Nations Office for Project Services (UNOPS) New York Service Cluster wishes to receive information and financial estimates for the development and delivery of an outreach campaign that will generate leads from prospective female candidates to fill a diverse range of positions worldwide

NYSC is an exciting and rewarding organization to work for. We work in challenging contexts, delivering projects that change lives for the better. Despite the compelling nature of the work and the offering of a very attractive package, UNOPS NYSC finds its vacancy announcements attract applicants from a very narrow demographic. Typically we advertise vacancies on all the mainstream international job platforms, and while the volume of responses are high, we're not attracting the caliber or diversity that we need to build a thriving, high achieving workforce.

We are seeking ideas about how to expand our reach, using innovative means so that we can bring new talent on board and we are specifically targeting women. Through this RFI, UNOPS NYSC intends to identify suppliers that can devise and implement a strategy to improve our outreach through innovative communications on a variety of platforms, which will generate applications from qualified females, who will in turn join our team. Information provided will be used to develop a solicitations document. This market research shall be conducted at no cost to UNOPS. Suppliers may be requested, as part of this RFI, to present to UNOPS their product or services.

Background

The New York Service Cluster (NYSC), a major department in UNOPS, oversees the operations of the Peace and Security Cluster (PSC) and the Sustainable Development Cluster (SDC). Despite concerted efforts, NYSC has not yet achieved gender parity in its overall workforce. The department consists of 1021 personnel, with a male/female gender balance of 57%-43%. While we don't understand all of the barriers between us and the talented recruits we want to bring on board, we are aware of two possible challenges:

The first is the nature of the operations. PSC's main line of work revolves around explosive hazard management (e.g. removing landmines, destroying unexploded ordnance, etc.) while a major part of SDC's hirings revolves around information technology. Both sectors are perceived as masculine and the specialist labor market for both of these fields is heavily dominated by men. However, technical Explosive Ordnance Disposal and IT specialists are only a fraction of our workforce. We need to bring female talent into a variety of positions that include: logistics, procurement, finance, project management, reporting and administration. For these positions,

we believe there are many qualified female applicants available in the market who we are not reaching (or perhaps we're reaching them but are perceived as an attractive option).

The second disincentive for female applicants may be the locations into which we're trying to recruit them- which we call hardship duty stations. Duty stations in post-conflict zones are classified as non-family, and research has shown that this tends to discourage applications from women. There are many myths that can be dispelled about these locations, which are rarely as insecure or uncomfortable as people may imagine. Employees in these duty stations are also rewarded with very generous amounts of leave and flexible working conditions that would allow them to balance work and life.

We need your expertise to develop and implement a strategy that will generate results. Can you help us stimulate interest among qualified female professionals and translate that interest into applications? Ultimately we're looking for a significant increase of qualified female applicants to join our workforce. We're really interested in your ideas.

We envisage the following deliverables would be completed within a one year timeframe- but we're open to your ideas and suggestions:

- Assessment to understand the barriers between us and qualified female applicants
- Development of an outreach communications strategy, identifying relevant platforms and how they can be used to best effect
- Production of at least two high quality videos, plus other communications materials, at least one of which will be shot in one of our hardship duty stations
- Positioning of communications materials and specific vacancy announcements on relevant platforms
- Design and development of a micro-site to provide prospective applicants with more information about UNOPS NYSC, including our attractive benefits package and flexible working conditions
- Establishment of a system whereby prospective leads can be communicated to NYSC Human Resources to follow up with relevant positions

Remember that we're a globally focussed team, looking to recruit applicants from all corners of the world and we're looking to deploy colleagues to a wide range of locations and our regional HQ in New York. Your ideas therefore must include solutions with a global outreach.

Question for Vendors

- Would you be interested in participating in this procurement process?
- Has your organization developed solutions to similar problems in the last three years? If yes, please indicate the price, duration, and type of client (i.e. type of business).
- What additional information would you need to submit a proposal for this project?
- Approximately how long would it take to complete such a project?
- Approximately how much would it cost?