

Terms of Reference for Communications Consultant Protection and Empowerment of Victims of Human Trafficking and Domestic Violence in Moldova

- A. Job Title:** Communications Consultant
- B. Duty Station:** CHISINAU, MOLDOVA
- C. Section/Unit:** Protection and Empowerment of Victims of Human Trafficking and Domestic Violence in Moldova Project
- D. Project reference:** Protection and Empowerment of Victims of Human Trafficking and Domestic Violence in Moldova Project
- E. Duration of Employment:** 1 year
- F. Organizational setting:**

The consultant will be contracted for a 1 year period with a possible further extension upon satisfactory performance. The Consultant will work under the supervision of the Protection and Empowerment of Victims of Human Trafficking and Domestic Violence in Moldova Project Coordinator (Project Coordinator) and in close cooperation with partner Agencies (UNDP, UNFPA, IOM, OSCE).

G. Job content:

Objective

The objectives of this assignment will be:

- To assist the Project Coordinator and the partner Agencies in the implementation of the activities aimed at raising awareness and increasing the information level of the public at large on the risks of trafficking in human beings and domestic violence;
- To ensure the visibility and raise awareness of the public on the anti-trafficking and domestic violence activities of the Protection and Empowerment of Victims of Human Trafficking and Domestic Violence in Moldova project.

Background

Through this Project, the participating agencies (UNDP, UNFPA, IOM Mission, and OSCE Mission) and national implementing partners Ministry of Social Protection, Family and Child (MoSPFC), the Ministry of Local Public Administration (MLPA) will cooperate to address critical human security issues in Moldova. In particular, they will respond to the special needs of victims of human trafficking and domestic violence for enhanced protection and empowerment.

The participating agencies anticipate that implementation of this Project will significantly improve, quantitatively and qualitatively, identification, protection, and assistance to victims of human trafficking and domestic violence, by expanding implementation of the National Referral System throughout the country (including in Transnistria region) and on an equal, non-discriminatory basis. At the same time, the participating agencies anticipate

that implementation of this Project will significantly improve the capacity of local actors to address the social problems of human trafficking and domestic violence on local and individual bases. In the middle these systemic and grassroots approaches will meet, creating a safer and more sustainable future for vulnerable women and children in Moldova.

This Project has two primary components: Protection and Empowerment. These two components are interconnected and address the needs of victims of human trafficking and domestic violence through a strengthened protection system (a top-down approach in partnership with appropriate governmental institutions) as well as empowered communities and individuals (a bottom-up approach in partnership with relevant community-level governmental officials, civil society actors, and media).

Expected outputs

The consultant will be responsible for:

1. Design, coordination and monitoring of the Communication Strategy ((including a Concept and an Action Plan with Budget) and Communication/Visibility Action Plan by:

- Elaboration of the Action Plan with detail on goods and services needed
- Closely coordinating and monitoring the communication activities
- Identifying suppliers for the provision of goods and services under the Communication Action Plan activities
- Fulfilling the UNDP and donor guidelines on Communication and Visibility
- Constantly communicating with the project coordinator and partner Agencies (UNDP, UNFPA, IOM, and OSCE Mission)
- reviewing and adjusting the activities as needed
- other related responsibilities as required

2. Implement the Communication Strategy and the Communication/Visibility Action Plan by:

- raising the public awareness on anti-trafficking and domestic violence issues also by supporting the implementation of awareness raising campaigns within the project
- increasing the understanding and awareness of stakeholders on anti-trafficking and domestic violence issues
- conducting advocacy activities in the anti-trafficking and domestic violence fields
- write stories, press releases and news about the projects' most important achievements to be placed in the national media as well as in the local and regional websites;
- promote the projects' results in national media by organizing and facilitating interviews with experts in the area, maintaining relations with the media, etc.;
- develop concepts of various communications products such as TV programmes, publications and other promotional and information materials;

Reports

The consultant will provide monthly and annual reports on Communication Action Plan implementation to the project coordinator.

H. Qualifications and Skills

Education:

Ÿ Advanced university degree in Journalism/Mass Communications or related fields.

Experience:

- In-depth knowledge and understanding of development issues and relevant work experience in the field of communications applied to development work.
 - Experience in anti-trafficking and/or domestic violence field will be considered an asset.
- Ÿ Experience in managing Communications or PR work.
- Knowledge and understanding of UN's overall operations in the country.
- Ÿ Knowledge of the government institutions and PR agencies, news agencies in Moldova and abroad.
- Ÿ Three to five years of progressively responsible experience in PR agency or company, including practical experience in developing and implementation of communications plans and programmes.

Abilities:

- Ÿ Ability to analyze, plan, communicate effectively orally and in writing, draft report, solve problems, manage PR projects, organize and meet expected results, adapt to different environments (cultural, economic, political and social).
- Ÿ Fluency in English, Romanian and in Russian orally and in writing.

Personal Qualities:

Ÿ Good interpersonal skills, solid judgment/ decision making, initiative, creativity and team player; self-starter and results-oriented.

Skills:

Computer literacy and ability to effectively use office technology equipment, IT tools.