



**Government of the Republic of Moldova
United Nations in Moldova**

TERMS OF REFERENCE

Support in elaboration of the media plan for mass-media coverage of the activities of the Ministry of Economy in order to ensure institutional transparency

NATIONAL CONSULTANCY

BACKGROUND

Currently, the Ministry of Economy is one of the leading ministries in the Republic of Moldova. Under his responsibilities there is the coordination of such important sectors as: trade, quality infrastructure, SMEs development, energy, etc.

The stimulation of economic activity is particularly important under conditions of economic crisis persisting in the Republic of Moldova. The reforms that ensure the economic growth, based on investments, enhanced productivity and higher competitiveness represent the main measures stipulated in the Programme of the Government “European Integration, Freedom, Democracy and Wellbeing” 2009-2013, as well as Economic Stabilization and Recovery Plan 2009-2011.

Under the existing situation, the development of a comprehensive Media Plan, including strategic communication and public feedback components would lead to a more effective way of communicating the objectives and requirements, as well as achieve the goals set up in the above mentioned national strategies. The Strategy will increase the visibility and understanding of the priorities among the stakeholders, strengthening their active participation.

OBJECTIVE

The objective of the assignment is to provide consulting services to the Deputy Prime Minister office (Ministry of Economy) aimed to ensure transparency of institutional activities.

The consultant will support the institution in creating a media plan to ensure a strong positive public image of the organization and effectively inform and engage the broad population. It will revise the Economic Stabilization and Recovery Plan 2009-2011, and set expectations and accountabilities for the role of management in external communications. The media plan will respond to the strategic note emerging from the communication audit and may include key messages and tactical execution plans to achieve, among others, the following objectives:

- § Develop annual media plan
- § Ensure transparency of institutional activities
- § Identify and analyze institutional needs to deliver messages via most appropriate mix of media and channels, and develop and position messages appropriately

- § Identify and pursue proactive media and public relations opportunities to enhance institutional image and promote institutional achievements
- § Provide public relations and issues management support throughout the institution
- § Ensure that institutional messaging and reputation support focuses on innovation and achievements
- § Develop aligned messages / platforms around complex concepts, services, or programmes that are compelling and appropriate to audiences to drive desired outcomes and behaviours; leverage data to support messages / platforms
- § Assess needs, develop and use right combination of information technology tools and channels to address audience needs

Capacity development

The consultant may, in addition to the activities described above, organize and / or deliver training as needed to develop the capacity of the personnel to implement the internal and external communication plan. This may include training in media logic, media management theory, media management practice, interview techniques, television training, crisis simulation, planning and implementing public relations activities, writing and editing, and identifying and exploiting opportunities for ongoing profile-raising activities.

Public feedback mechanism

The consultant will devise, in conjunction with institutional staff and external stakeholders, a public feedback mechanism, to facilitate two-way communication between the broad Moldova population and the Government and associated agencies. Particular emphasis will be placed on developing a mechanism which will draw on the perceptions and responses of vulnerable communities.

ORGANIZATIONAL SETTING

The consultant will be based in the Deputy Prime Minister office and will work directly with the Public Relations Staff.

TASKS AND RESPONSIBILITIES

The consultant will create and develop media plan and consult institutional staff about procedures in creation of the media plan. Once this media plan has attracted policy-level endorsement, the consultant will, in conjunction with institutional staff and other stakeholders, elaborate and refine an implementation plan with the objective of applying top-tier expertise to the creation of an external communications mechanism that is comprehensive, innovative, and satisfactory for Government of Moldova at-large.

DELIVERABLES

The consultant will produce Media Plan by no later than the end of April 2010 which includes but is not limited to:

- § Communication assessment of the Ministry
- § Media Plan endorsed at a policy level by the Deputy Prime Minister
- § Public feedback mechanism
- § Capacity development
- § Evaluation and impact assessment plan
- § Debriefing meeting for stakeholders to present and verify plans

TIMEFRAME

The contract is provided for 2 months, from March, 2010 to April 30, 2010.

SKILLS AND EXPERIENCE REQUIRED

- A degree/post-graduate qualification in the humanities studies;
- At least 7 years overall professional experience;
- At least 5 years of experience in the field of communications;
- Knowledge of English, Romanian and Russian languages.