



TERMS OF REFERENCE

Communications Consultant to the President's Office

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| Job title: | International Consultant |
| Duty station: | Chisinau, Moldova |
| Reference to the project: | "Capacity Development of the President of the Republic of Moldova's Office" |
| Contract type: | IC |
| Duration of assignment: | 25 working days |
| Starting date: | November-December, 2013 |

I. Objective of the assignment:

The expected output for the Communications consultant's assignment is to provide strategic advice to the President of RM and its Office on internal and external communication with specific focus on the development and initial support for implementation of the President's Office Communication Strategy, country's European integration agenda and related reforms. The Consultant will also coach Office's staffers on how to communicate effectively.

The Communications consultant will ensure a high level of analytical support, facilitating the communication and cooperation with the President and other stakeholders. The assignment shall be carried out in close cooperation and supervision from the Spokesperson and Press Service of the President of Moldova.

II. Background:

Given the emerging political, economic development, and administrative issues and reforms in the country, including EU-Moldova Association Agreement negotiation processes, and discussions on the post-2015 Millennium Development Goal (MDG) agenda, as well as other international dialogues on supporting and sustaining national human development, the Office of the President has approached UNDP Moldova for a number of support initiatives, particularly in strengthening the capacity of the Office and its staff members and officials in various aspects of its substantive, technical, and legal operations. Following this request, UNDP Moldova developed a project entitled "Capacity Development of the President of the Republic of Moldova's Office" to support the Office of the President's capacity needs in a more systematic manner.

The Office of the President is a public authority that ensures organizational, legal, informational and technical support of the activity of the President. It includes eight Advisors (political appointees) covering diverse sectors - legal, defence and security, foreign policy and European integration, social development, economy, culture, science and education, agriculture and industry, reintegration of the country, and public relations. The Advisors are supported by the staff of the Office (civil servants) managed by the Secretary General of the Office of the President.

In the context of lasting political crisis and further risks linked to the fragility of the ruling coalition in the Parliament and the Government, after the President of the Republic of Moldova was elected in March 2012 by the Parliament, it was found difficult to implement these functions in the most effective and efficient manner, while at the same time public confidence in the office is reducing (Public opinion polls: while in April

2012, immediately after the election of the President, 28% of respondents had trust or some trust in this institution , in April 2013 this indicator was down to 13%).

In this context, it is essential to foster good communication mechanisms and to improve the information channels within the President's Office, on the one hand, and between the Office and CSOs, media, academia, private sector and citizens, on the other hand. The President of Moldova his Office need extra support for establishing an efficient, systematic and continuous process of interaction with different stakeholders. This will increase the transparency of the institution, will bring President's institution closer to citizens, and finally, will build the confidence of civil society in it.

In this regards UNDP is seeking to hire a full-time qualified professional for a period up to 25 working days, who will contribute to a better communication of the President's Office and advice on how to improve its image.

III. Scope of work and expected output:

The Communications consultant will develop with the President's Office, in particular the President's Spokesperson a Communication Strategy for the President's Office as well as provide support in shaping and developing dynamic communications, raising President's public profile and establishing a systematic and continuous process of interaction with different stakeholders.

The Communications consultant will conduct comprehensive research and analysis of information (i.e. country's European integration agenda and other related reforms), gathering and developing information from a variety of sources such as reports, interviews, research on trends and developments, electronic and print media, preparing and delivering to President's office an effective communication for the dissemination to the key audience. The consultant will also assist in developing and initial implementation of the President's Office Communication Strategy by advising on and executing communications activities, coaching and where needed provide training to respective staffers on communications techniques and tools.

To achieve the stated objectives, the Communications consultant will be responsible for:

- Provision of support for the drafting the President's Office Communication Strategy (2014-2015);
- Assessment of the effectiveness of existing communications means, procedures used by Office, identify gaps and provide recommendations on strengthening internal and external channels to spread the information within the Office and outside of it (e.g. intranet, newsletters, illustrated magazines, etc.);
- Coaching the relevant staffers on how to develop and maintain contact with key journalists on President's matters;
- Supporting the establishing of an efficient and structured communication system with the , Parliament, Government, other national institutions, the national media, business associations and with international partners;
- Contribute to the day-to-day transfer of experience to and capacity building of the Office relevant staffers in the planning and organization of communications and public relations events;
- Supporting development and updating of outreach strategy guidelines, templates and checklists and work with the support team to produce communication event guidelines and tools;
- Development of a final reports on the performed activities;
- Any other duties that may be assigned by the President's Spokesperson;
- Training course in communication for the President.

IV. Deliverables

| Deliverable/milestone | Indicative |
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| | | timeframe |
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| 1. | A detailed work plan for respective assignment developed | 5 days November 2013 |
| 2. | Comprehensive desk review of President's Office current regulations, frameworks and working arrangements of the Office's Press Service. Analysis of the current situation and development of a SWOT matrix based on the findings. | 5 days |
| 3. | Provision of support for drafting of the President's Office Communication Strategy for 2014-2015. Draft Strategy and Action plan | 15 days |
| 4. | Provision of support, guidance and coaching for initial steps of strategy implementation | Continuous |
| 5. | Provision of support to the President's Spokesperson in establishing an internal communication system, coach relevant staffers in effective communication, using writing and verbal tools | Continuous |
| 6. | A final report on the assignment with mission findings and recommendations developed | December 2013 |
| 7. | Training course in communication for the President | 2 times per week (entire expert's assignment) |

Time frame and Institutional arrangements

The timeframe for the assignment of the consultant is planned tentatively from November-December 2013. The consultant will work full-time within the assigned period and will be located in the premises of the Presidency. The Presidency will provide consultant with working space, access to Internet, printer and telephone line.

Management Arrangements

The consultant will work in close collaboration with Spokesperson of the President – for substantive aspects of the assignment, and under the direct supervision of the UNDP – for administrative aspects. The consultant will report to the Secretary General of the Office of the President and the UNDP. A final report will be presented to the Spokesperson and Secretary General of the Office of the President and UNDP.

Financial arrangements

All candidates will be required to submit an aggregated financial offer ("aggregated financial offer" is the total sum of all financial claims of the candidate for accomplishment of the task). Payment will be disbursed in 1 instalment upon submission and approval of deliverables and certification by the President's Spokesperson/Secretary General of the Office of the President and UNDP that the services have been satisfactorily performed.

Qualifications and skills required

Qualifications:

- Master degree in Communication's Studies or other relevant field;
- At least 7 years of relevant professional experience in provision of communications advisory services (Working experience in governmental institutions is an asset);

Experiences and knowledge:

- Deep knowledge and abilities to implement the most advanced communication systems and tools used by public authorities;
- Experience in working with national authorities, international organizations and civil society;
- Strong knowledge of the functioning of Presidency and the relevant processes;

Abilities:

- Strong communication and drafting skills;
- Demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively;
- Fluency in English, good command of Romanian will be a strong asset.

Skills:

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

Documents to be included when submitting the proposals:

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Cover letter: explaining why they are the most suitable for the work;
2. Financial proposal;
3. Personal CV/P11 form including past experience in similar projects and contacts for at least 3 reference persons.