



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **05 November 2013**

Country: Republic of Moldova

Description of the assignment: International Communications Consultant to the President's Office

Project name: Capacity Development of the President of the Republic of Moldova's Office

Period of assignment/services: 25 working days, starting with November 2013

Proposals should be submitted online by pressing the "**Apply Online**" link no later than [12 November 2013](#).

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: veaceslav.palade@undp.org. UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

1. 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, defense 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 international 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.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED TASKS

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.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Academic Qualifications:

- Master degree in Communication's Studies or other relevant field;

Years of experience:

- At least 7 years of relevant professional experience in provision of communications advisory services (Working experience in governmental institutions is an asset);

Knowledge and competencies:

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

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

Proposal:

- (i) Cover Letter;
- (ii) Financial proposal;
- (iii) Personal CV/P11 including past experience in similar projects and at least 3 referees.

5. FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including fees, taxes, travel, per diems, and number of anticipated working days).

Travel

Travel outside of Chisinau is not planned. All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. It is envisaged that the Consultant will travel to /from Moldova only once and will be located in Moldova at least 15 out of the total of 25 working days. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

6. EVALUATION

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

- Master degree in Communication's Studies or other relevant field;
- At least 7 years of relevant professional experience in provision of communications advisory services
- Proficient knowledge of English and Romanian languages

The short-listed individual consultants will be further evaluated based on the following methodology:

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight – 60% (300 pts);

* Financial Criteria weight – 40% (200 pts).

Only candidates obtaining a minimum of 210 points would be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
<u>Technical</u>		
Master degree in Communication's Studies or relevant field;	(Master's – 20 pts, PhD - 30)	30
At least 7 years of relevant professional experience in provision of communications advisory services	(7 years – 30 pts, >7 years – 50 pts; Relevant working experience in governmental institutions – 60pts)	60
Demonstrated knowledge and abilities to implement the most advanced communication systems and tools used by public authorities	(to some extent – 30, strongly yes – 50 pts.)	50
Excellent command of English, knowledge of Romanian – strong asset.	(English – 10 pts; Romanian – 40pts)	50
Knowledge of the functioning of Presidency and the relevant processes	(to some extent – 30, strongly yes – 40 pts.)	40
Demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively	(to some extent – 30, strongly yes – 40 pts.)	40
Experience in working with national authorities, international organizations and civil society	(5 years – 20 pts, >5 years – 30 pts;)	30
Maximum Total Technical Scoring		300
<u>Financial</u>		
Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 200$ S – score received on financial evaluation;		200

Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.	
Maximum Total Scoring	500

Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

ANNEXES:

ANNEX 1 – TERMS OF REFERENCES (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS