



European Union High Level Policy Advice Mission to the Republic of Moldova

Terms of Reference for the Mission Adviser

Background

The EU High Level Policy Advisory Mission (EU HLPAM) is a project financed by the European Union and implemented by the UNDP. The objective of the project is to support the Government to implement its EU-integration related reform Agenda and in particular to assist the government in developing the capacities required for the implementation of the Association Agreement, including the Deep and Comprehensive Free Trade Area, as well as the Visa Liberalisation Action Plan. Specifically, the project aims at strengthening the policy-making, strategic planning and policy management capacities of selected line Ministries and State Agencies involved in the implementation of the Association Agreement and Visa Liberalization and at enhancing stakeholders' knowledge and awareness of EU policies, legislation and regulations in sectors strategic to the implementation of the Association Agreement including the Deep and Comprehensive Free Trade Area, and to the implementation of visa liberalization.

The project is seeking to engage the services of a Strategic Communications Adviser.

Position Title: Strategic Communications Adviser to the Prime Minister of the Republic of Moldova

Duty Station: Chisinau, Republic of Moldova

Type of Contract: Individual Contract (International Consultancy)

Duration of the Contract: 25 March 2014-30 June 2015

Reporting to: Principal beneficiary with a reporting line to the EU Delegation to Moldova and UNDP

Description of Responsibilities:

The Adviser on Strategic Communications will provide policy advice to the Prime Minister of the Republic of Moldova and the Prime Minister's Office on Communication, in order to enhance their ability to design and implement their Europe integration related reform agenda.

The Adviser will report primarily to Prime Minister and the Senior Adviser/Spokesperson of the Prime-Minister, with a reporting line to the EU Delegation to Moldova, UNDP Moldova and the project manager. The Advisor will work closely with the other members of the team of EUHLPAM Advisors.

Key Responsibilities:

- Raise stakeholders' awareness of the policy implications of the Government's reform agenda and the signing of AA and transitional implementation;
- Provide the beneficiaries with examples of EU best practice in Communicating actions needed for European Integration related reforms;
- Strengthen the institutional capacities of the beneficiary institution to design, manage and monitor policy;
- Support the beneficiary to design and apply risk management principles and tools;
- Support the beneficiary in promoting deliverables of EU assistance programmes, including Budget Support operations.





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- Liaise with other projects / programmes / instruments in terms of Communication component to ensure synergy, to promote effective downstream implementation of the policies and to avoid overlap and duplication, where appropriate and when requested by the beneficiary;
- Support the national authorities to network with EU institutions through the EU Delegation to Moldova;
- Provide sectorial advice and report to the EU Delegation whenever requested;
- Assist the beneficiary to prepare an exit strategy on how the advice will be mainstreamed and consolidated once this phase has elapsed;
- Respect and promote EU visibility at all times.

The above responsibilities will be carried out through but not limited to: development of strategy documents, policy papers, advisory notes, methodologies, draft fiches and other relevant documentation as well as provision of technical on-the-job advice, support to networking to the institutions responsible for Government policies in Strategic Communications.

Deliverables, activities, and milestones shall follow this tentative schedule:

Deliverable/milestone	Indicative timeframe
1. Inception period: draft and submit the Individual Action Plan for approval	April 2014
2. Exit strategy on how the advice will be mainstreamed and consolidated once this phase has elapsed	April 2014
3. Examples of EU best practice in Communicating actions needed for European Integration related reforms	June 2014
4. Stakeholders' awareness of the policy implications of the Government's reform agenda and the signing of AA and transitional implementation	April 2014-onward
5. Promoting deliverables of EU assistance programmes, including Budget Support operations	April 2014-onward
6. Submission of progress activity reports	Monthly

The advisor is required to have a substantial minimum presence in Moldova according to the budget allocated and operate according to the Mission's Code of Conduct, which constitutes an integral part of the contract, and prioritised work plan. The work plan will be agreed with their counterparts, the EU Delegation to Moldova, the State Chancellery, UNDP Moldova and the project manager.

Qualifications and skills:





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- A Masters' Degree in Communications or relevant discipline or equivalent of professional experience relevant to the assignment. A Bachelor's Degree in the same areas combined with 12 years of experience in communications will serve in lieu of a Master's Degree.
- Excellent communication skills
- Proven report writing skills
- Computer literacy
- Fluency in written and spoken English
- A working knowledge of the Romanian language would be an advantage

General professional experience:

- Preferably 10 years of professional experience

Specific professional experience:

- At least 5 years of professional experience linked to the provision of high level policy advice in Communications. Preference to 10 years of such experience will be given.
- Preferably 10 years proven work experience in Communications in EU Member States, current or former EU Candidate States/EaP countries would be an asset
- A comprehensive knowledge of EU external assistance programmes and policies targeted at EaP countries
- A comprehensive knowledge of the EU *acquis* and policies in European Integration
- Previous work experience in a relevant field in Moldova would be an advantage

Documents to be included when submitting the proposals:

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

1. Proposal: explaining why they are the most suitable for the work;
2. Financial proposal;
3. Personal CV including past experience in similar projects, the duly filled Personal History Form (P11) and at least 3 references.

