



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **10 February 2014**

**Country:** Republic of Moldova

**Description of the assignment:** Strategic Communications Adviser to the Prime Minister of the Republic of Moldova

**Project name:** European Union High Level Policy Advice Mission to the Republic of Moldova (EUHLPAM)

**Period of assignment/services:** March 25, 2014 – June 30, 2015

Proposals should be submitted online by pressing the "Apply now" button no later than **25 February 2014**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [administrator@euhlpam.org](mailto:administrator@euhlpam.org). UNDP will respond by standard electronic mail and will send copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

### 1. 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 Liberalization 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.

### 2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

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.

The 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.

**For detailed information, please refer to Annex 1 – Terms of Reference.**

### **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

#### **I. Academic Qualifications:**

- 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.

#### **II. Years of experience:**

- Preferably 10 years of 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 of proven work experience in Communications in EU Member States, current or former EU Candidate States/EaP countries would be an asset

#### **III. Competencies:**

- 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
- Excellent communication skills
- Proven report writing skills
- Computer literacy
- Fluency in written and spoken English
- Previous work experience in a relevant field in Moldova would be an advantage
- A working knowledge of the Romanian language would be an advantage

### **4. 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**.

### **5. FINANCIAL PROPOSAL**

The Financial Proposal shall specify a daily lump-sum fee and travel expenses quoted in separate line items. Payments are made monthly, based on the actual number of days worked, to the Individual Consultant subject to the submission and approval of the monthly time sheets and activity reports.

#### **Travel**

One time travel to join duty station/repatriation travel must be included in the financial proposal. 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 long-listed based on the following minimum qualification criteria:

- 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
- At least 5 years of professional experience linked to the provision of high level policy advice in Communications.

The long-listed individual consultants will be further evaluated by a Selection Committee based on the following short-listing evaluation criteria:

Short-listing Criteria	Scoring	Maximum Points Obtainable
1. 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	(Bachelor's + 12 years of experience or Master's – 20 pts., PhD – 25 pts)	25
2. Preferably 10 years of professional experience	(<10 years – <15 pts, 10-15 years - <30, >15 years – <45pts)	45
3. 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.	(5 years – <20pts, 5 -10 years – <30pts, >10 years – <40 pts)	40
4. Preferably 10 years of proven work experience in Communications in EU Member States, current or former EU Candidate States/EaP countries would be an asset	(10 years –<30pts, >10 years – <40pts)	40
Total		150

The *first five* candidates who passed short-listing evaluation criteria with the best score shall be invited for interview and pass cumulative analysis.

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

- responsive/compliant/acceptable, and
- 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
Interview		
1. A comprehensive knowledge of EU external assistance programmes and policies targeted at EaP countries	(limited – <20 pts, satisfactory – <40 pts, extensive – <60 pts.)	60
2. A comprehensive knowledge of the EU <i>acquis</i> and policies in European Integration.	(limited – <20 pts, satisfactory – <40 pts, extensive – <60 pts.)	60
3. Excellent communication skills	(limited – <20 pts, satisfactory – <30 pts, extensive – <40 pts.)	40
4. Proven report writing skills	(limited – <20 pts, satisfactory – <30 pts, extensive – <40pts.)	40
5. Previous work experience in a relevant field in Moldova would be an advantage	(limited – <10 pts, satisfactory – <20 pts, extensive – <35pts.)	35
6. Fluency in written and spoken English	(limited – <10 pts, satisfactory – <20 pts, extensive – <35pts.)	35
7. A working knowledge of the Romanian language would be an advantage	(limited – <10 pts, satisfactory – <20 pts, extensive – <30pts.)	30
Maximum Total Technical Scoring		300
<b>Financial</b>		
Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 200$ S – score received on financial evaluation; F <sub>min</sub> – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.		200

#### 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**