



### **Terms of Reference for a Communication Consultant**

---

<b>Location:</b>	Chisinau, Moldova
<b>Primary Category:</b>	Women's empowerment
<b>Type of Contract:</b>	Individual contract
<b>Languages Required:</b>	Romanian, English, Russian
<b>Application Deadline:</b>	19 May 2014
<b>Expected duration of the assignment:</b>	Up to 138 working days during 7 month (June – December 2014)
<b>Starting Date:</b> (date when the selected candidate is expected to start)	16 June 2014

### **Background**

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

In Moldova UN Women is operational since 2010 on the basis projects presence, which were laid and active in the country from 2007. It extended continuous support to the Government of Moldova, to key stakeholders from national and local levels, through various programmes and activities aimed at creating an enabling environment for gender equality, recognized as a prerequisite for sustainable development with a strong and active policy on gender equality.

Currently, UN Women is implementing four projects in Moldova that engaged diverse stakeholders at national and local levels. These include: (i) a Joint Integrated Local Development Programme (JILDLP), implemented jointly by UN Women and UNDP, designed to improve the policy framework, as well as to support the administrative systems and procedures focused on efficient transfer of competencies to Local Public Administrations (LPAs), decentralization and promotion of LPAs' role in decision making; (ii) a Support to Confidence Building Measures Project to support women's economic empowerment and improve local governance by increasing access of rural women to information and public services including employment and social protection in the Security Zone and in Transnistria region; (iii) a Gender Responsive Budgeting Project and (iv) Promoting and protecting Women Migrant Workers' Labour and Human Rights, and (v) Women in Politics project that is being planned to start from June 2014 focusing on capacity building of Women candidates and Women's Organizations within political parties, advocacy for legislative amendments as well as work with political parties, SCOs, media organizations and others before, during and after the upcoming central and local elections. This project is a joint one with UNDP and civil society partners.

Starting with 2014, UN Women Country office has been established in the Republic of Moldova to provide continuous support for the Government, UN and Civil Society to promote gender equality and women's empowerment based on the four key strategic areas in Moldova: (i) Women lead and participate in decision-making at all levels, (ii) Women, especially the poorest and most excluded, are economically empowered and benefit from development, (iii) Women and girls live a life free of violence and (iv) Governance and national planning fully reflect accountability for GE commitments and priorities.

To help UN Women Country Office with these initiatives specifically with communication activities, UN Women is planning to hire a communication consultant.

### Scope of Work

The Communication Consultant will facilitate coordination and support UN Women team in ensuring UN Women visibility at the country level and outside concerning UN Women work in Moldova.

### Duties and Responsibilities

The Communication Consultant shall work under the direct supervision and guidance of the National Programme Officer and in cooperation with Operations Manager, to support and facilitate communication activities as per UN Women Country Office and respective initiatives and plans.

He/she is expected to undertake the following major tasks:

- Facilitate elaboration of visibility materials and documents for UN Women initiatives in Moldova;
- Provide inputs in coordinating and implementing communications actions of UN Women initiatives;
- Assist UN Women Country Office in cooperating with media organizations, including with delivery of planned Public Service Announcements.
- Coordinate development of the promotion materials for the UN Women Country Office;

### Key Deliverables and Timeframe

The selected communication consultant will be responsible for delivering the following specific outputs, comprising of the main milestones

No	Activities and Deliverables	Tentative timeframe for completion of task	Tentative # of days required for accomplishment of task (Percentage of milestone/output)
1	Coordinate planning and preparation for Beijing+20 campaign in Moldova (Beijing +20 campaign undertaken and results disseminated)	Jun –Nov 2014	11 (8%)
2	Coordinate the Launch and roll-out the Social Dialogue Platform on Women in Politics (Facebook) on behalf of UN Women (social platform launched and promoted)	Jun – Oct 2014	10 (7%)
3	Facilitate organization of High Level Advocacy on Temporary Special Measures (TSM) with various groups (Advocacy Campaign on TSM developed, and launched)	Jun 2014	10 (7%)
4	Facilitate work with the media agencies who signed Pledges to promote Gender Equality in editorial/media production (media campaign on promoting gender equality in general and women in politics specifically is coordinated with at least 30 media organizations that signed pledges)	Jul – Nov 2014	10 (7%)

No	Activities and Deliverables	Tentative timeframe for completion of task	Tentative # of days required for accomplishment of task (Percentage of milestone/output)
5	Facilitate and support the development of Fact Sheets on UN Women work in Moldova related to Women and Decentralization, Gender Responsive Budgeting, Women's Economic Empowerment, Women Migration, Women in Decision Making and in Politics, Women is Special Abilities (with disabilities), Violence against Women, Women and HIV and Women from ethnic minorities, etc. with the inputs by the project and UN Women staff (Fact sheets developed)	Jun - Sep 2014	12 (9%)
6	Ensure visibility of UN Women Moldova initiatives within and outside the country, including quarterly briefing of UN Women Moldova office to UN Women management/HQ and preparation of Press Releases and information for Media on Country Office initiatives and interventions (briefs on communication and advocacy related issues on major UN Women initiatives and results developed and provided)	Jun – Dec 2014	10 (7%)
7	Provide support in updating and administering the Gender Knowledge Gateway ( <a href="http://www.egalitadedege.md">www.egalitadedege.md</a> is regularly updated and administered)	Jun – Dec 2014	15 (11%)
8	Provide inputs on behalf of UN Women to the UN Communications group, including on promoting Women in Leadership and in Politics as per agreed plan (joint messaging and communication developed and coordinated with the group, and action plan followed accordingly)	Jul – Aug 2014	5 (4%)
9	Coordinate development, launching and maintenance of UN Women Moldova website (web site structure and content developed; website launched and functional)	Jun – Dec 2014	15 (11%)
10	Oversee the Social ads development in key strategic area of UN Women work in Moldova, including on Women in Politics and ensure their rollout (social ads on gender equality, and in particular on women in leadership and in politics developed and aired as per agreed plan)	Aug – Nov 2014	12 (9%)
11	Facilitate preparations for the launching and	Jul – Aug 2014	5 (4%)

No	Activities and Deliverables	Tentative timeframe for completion of task	Tentative # of days required for accomplishment of task (Percentage of milestone/output)
	support in media coverage of UN Women initiatives in Moldova including on Women in Politics, Labour Migrant Women, Gender Responsive Budgeting, etc. through close collaboration with media (media coverage ensured)		
12	Provide inputs to the UN Magazine to reflect UN Women work in Moldova) (article/s about UN Women results developed and submitted)	Jun 2014 Sep 2014 Dec 2014	3 (2%)
13	Coordinate the 16 days campaign (within COMMIT, UNITE, UNPF) and Orange day events on monthly basis (a detailed plan developed for eliminating VAW campaign coordinated with key partners and implemented)	Oct – Dec 2014	15 (11%)
14	Collect and develop Media clipping of UN Women initiatives (media clippings collected)	Jun – Dec 2014	3 (2%)
15	Provide relevant inputs for the annual UN Women report (inputs related to communication, visibility, advocacy and media coverage of major initiatives and interventions provided)	Nov-Dec 2014	2 (1%)
	TOTAL	Jun – Dec 2014	138 (100%)

All deliverables shall be agreed with the UN Women country office management. The timeframe for the work of the Communication Consultant is tentatively planned from June 2014 – December 2014 with an estimated total volume of work not to exceed 138 working days, coordinated in advance with the UN Women country office management.

#### **Management arrangements**

Organizational Setting: The Communication Consultant will work under the direct supervision and guidance of UN Women National Programme Officer in Moldova and in close collaboration with Operations Manager, and will participate in all working meetings appointed by UN Women.

#### **Travel and other logistic arrangements**

The Communications Consultant selected for this assignment will be provided with the transportation as may be required for travel outside Chisinau. All travels shall be coordinated with the National programme Officer.

#### **Performance evaluation**

Consultant's performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered.

#### **Financial arrangements**

Payment will be disbursed upon submission and approval of deliverables and timesheets with actual days worked and certification by the National Program Officer that the services have been satisfactorily performed. It is estimated to have 3 installments to be paid to the consultant in August 2014, October 2014 and December 2014.

### **Required Skills and Experience**

#### Education:

- Advanced University degree in Journalism/ Communications, media studies, international affairs or related fields;

#### Experience:

- At least 7 years of proven relevant work experience and in particular with public relations, communications and advocacy, knowledge generation and sharing;
- At least 3 years of working experience with international organizations and/or government in the related area;
- Strong communication and writing skills in Romanian and English;
- Excellent knowledge and experience in using social media tools;
- Experience in specialized software;

#### Language skills:

- Excellent verbal and written Romanian and English. Advanced knowledge of Russian will be an advantage.

### **Evaluation Procedure**

---

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

- Advanced University degree in Journalism/ Communications, media studies, international affairs or related fields;
- At least 7 years of proven relevant work experience and in particular with public relations, communications and advocacy, knowledge generation and sharing;

The short-listed individual consultants will be further evaluated based on a cumulative analysis scheme, with a total score being obtained upon the combination of weighted technical and financial attributes. Cost under this method of analysis is rendered as an award criterion, which will be 30% out of a total score of 500 points.

Evaluation of submitted offers will be done based on the following formula:

$$B = T + \frac{C_{low}}{C} \times X ,$$

where:

- T is the total technical score awarded to the evaluated proposal (only to those proposals that pass 70% of 350 points obtainable under technical evaluation);
- C is the price of the evaluated proposal;
- C<sub>low</sub> is the lowest of all evaluated proposal prices among responsive proposals; and
- X is the maximum financial points obtainable (150 points)

Technical evaluation will be represented through desk review of applications and a written test of shortlisted applicants. Interview will be organized if needed only, depending on the short-listed candidates' qualifications and written test results.

**A) Technical Evaluation:** The technical part is evaluated on the basis of its responsiveness to the Terms of Reference (TOR).

#	Criteria for technical evaluation	Scoring	Max. points
1	Advanced University degree in Journalism/ Communications, media studies, international affairs or related fields;	<i>Master's - 40 pts</i> <i>PhD – 50 pts</i>	50
2	At least 7 years of proven relevant work experience and in particular with public relations, communications and advocacy, knowledge generation and sharing	<i>(7 years –40 pts, each year over 5 years – 10 pts, up to a max of 70 pts)</i>	70
3	At least 3 years of working experience with international organizations and/or government concerning related field	<i>3 years –10 pts, each year over 3 year –5 pts, up to a maximum of 25 pts</i>	25
4	Strong communication and writing skills in Rom and Eng (based on the submitted letter of intent with attached samples of previous work)	<i>Max -20</i>	20
5	Excellent knowledge and Experience in using social media tools	<i>max – 20 pts</i>	20
6	Experience in specialized software	<i>Max – 20 pts</i>	20
7	Excellency in verbal & written Romanian, English. Advanced Russian.	<i>15 pts - fluency in Ro, 15 pts – fluency in English, 15 pts – fluency in Russian)</i>	45
8	Results of the written test	<i>max–100 pts</i>	100
	<b>Total Technical Scoring</b>		<b>350</b>

**B) Financial evaluation:**

*In the Second Stage, the financial proposal of candidates, who have attained minimum 70% score in the technical evaluation (at least 245 points), will be compared.*

**WINNING CANDIDATE**

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

**APPLICATION PROCESS AND SUBMISSION PACKAGE**

Interested candidates must submit via online submission system the following documents/ information to demonstrate their qualification:

- Letter of Intent with justification of being the most suitable for the work, vision and working approach, specifically indicating:
  - Reflection of communication skills and experience
  - Skills in using web platforms, specifically social platforms;
  - Experience in using specialized soft packages such as page maker, word press, etc.

- Samples of previous articles, visibility materials developed, and other similar and/or related products.
- 2. Duly filled Personal History Form (P11) and/or CV, including records on past experience in similar projects/assignments and specific outputs obtained;
- 3. Financial proposal (in MDL) - specifying an all-inclusive fixed total contract price, supported by a breakdown of costs as per template provided.

Please note that only applicants who are short-listed will be contacted and will have to pass a written test.

*In July 2010, the United Nations General Assembly created UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women. The creation of UN Women came about as part of the UN reform agenda, bringing together resources and mandates for greater impact. It merges and builds on the important work of four previously distinct parts of the UN system (DAW, OSAGI, INSTRAW and UNIFEM), which focused exclusively on gender equality and women's empowerment.*

*The United Nations in Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.*

#### **Sample of Financial Proposal**

The format shown on the following tables is suggested for use as a guide in preparing the Financial Proposal

##### **A. Cost Breakdown per Deliverables\***

	Deliverables <i>[list them as referred to in the TOR]</i>	# of days and Percentage of Total Price (Weight for payment)	Price, MDL (Lump Sum, All Inclusive)
1			
2			
3			
4			
	Total	max. # of working days (100%)	MDL .....

*\*Basis for payment tranches*

##### **B. Cost Breakdown by Cost Component:**

The Applicants are requested to provide the cost breakdown for the above given prices for each deliverable based on the following format. UN Women shall use the cost breakdown for the price reasonability assessment purposes as well as the calculation of price in the event that both parties have agreed to add new deliverables to the scope of Services.

Description of Activity	Unit of measure (e.g., day, month, etc.)	Unit price, MDL	No. of units	Total Price, MDL
Consultancy fee				
Other related costs (please specify)				