



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 21 May 2014

Country: Republic of Moldova

Description of the assignment: National Consultant/Communications expert

Project name: EU High Level Policy Advice Mission

Period of assignment/services: 2 June 2014-30 June 2015

Proposals should be submitted online by pressing the "Apply Now" button no later than [27 May 2014](#).

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: administrator@euhelpam.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

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. EUHLPAM beneficiaries include: the Prime Minister's Office, the Ministry of Foreign Affairs and European Integration; Ministry of Justice, Ministry of Internal Affairs, Bureau for Migration and Asylum, Prosecutor General Office, National Anti-Corruption Centre, Ministry of Agriculture and Food Industry, Ministry of Transport and Road Infrastructure, Ministry of Economy, Ministry of Education, Ministry of Environment, Customs Service, Main State Tax Inspectorate.

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

Through the EUHLPAM, fifteen international high-level advisers work with selected line Ministries and State Agencies (project beneficiaries). The main tasks of advisers are to provide policy advice to project

beneficiaries in order to enhance their ability to design and implement their Europe Integration related reform agenda. The project seeks to address urgent communication capacity development needs of project beneficiaries for a defined period while also seeking to strengthen their intrinsic related capacity.

In this context, the local expert on communication will advise on and contribute to internal and external communications with specific focus on implementation of the Government Programme, the National Development Strategy Moldova 2020, European integration agenda and other strategic issues. The local expert will work with EU High-Level Policy Advisers/EUHLPA's and project beneficiaries to strengthen their capacity in effective communication and will thus be assigned to work with different project beneficiaries, upon demand and needs identified. The local expert will provide technical assistance, guidance and day-to-day transfer of knowledge to beneficiaries' staff towards strengthening their communication skills, tools and systems to raise and enhance awareness of policy implications of the Government's reform agenda and the Association Agreement implementation processes. The activities of the consultant will also contribute to the overall strengthening of the EUHLPAM visibility.

The local expert will report primarily to the EUHLPAM project manager.

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/Journalism/Public Relations or other relevant field or equivalent. A Bachelor's Degree in the same areas combined with 6 years of relevant experience is considered as equivalent.

II. Years of experience:

- Preferably 7 years of professional experience in Communications/Journalism/Public Relations
- At least 5 years of professional experience linked to the provision of policy advice in Communications. Advisory experience with senior public sector officials or senior staff of other organisations is a strong advantage.
- At least 5 years of proven experience of working for and/or with the public administration in Moldova. Proven experience with participatory consultation processes, media relations, information campaigns would constitute a significant advantage.

III. Competencies:

- Excellent communication skills
- Proven ability to develop effective working relationships with government officials, press secretaries, NGOs, media and development partners representatives
- Knowledge of EU-MD relations and EU assistance programmes and policies targeted at the Republic of Moldova
- Proven communication tools writing skills
- Fluency in written and spoken English
- Fluency in Romanian and Russian languages

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

1. Proposal:

- (i) Explaining why they are the most suitable for the work;

- (ii) Provide a brief methodology on how they will approach and conduct the work;
- (iii) Copies of at least two of the following: a policy note, briefing, monitoring sheets, press releases, scripts for press conferences, briefings and briefing templates

2. Financial proposal;

3. Personal CV including past experience in similar projects and at least 3 references.

5. FINANCIAL PROPOSAL

The financial proposal will specify the daily fee, travel expenses and per diems quoted in separate line items, and payments are made to the Individual Consultant based on the number of days worked.

Travel

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. 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:

- A Masters' Degree in Communications/Journalism/Public Relations or other relevant field or equivalent. A Bachelor's Degree in the same areas combined with 6 years of relevant experience is considered as equivalent.
- At least 5 years of professional experience linked to the provision of policy advice in Communications.

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> | | |
| A Masters' Degree in Communications/Journalism/Public Relations | (Master's or equivalent– 30 pts) | 30 |

| | | |
|---|---|------------|
| or other relevant field or equivalent. A Bachelor's Degree in the same areas combined with 6 years of relevant experience is considered as equivalent. | | |
| Preferably 7 years of professional experience in Communications/Journalism/Public Relations | (>7 years – < 20 pts, 7 years - 25 pts, one point for each additional year – max. 30) | 30 |
| At least 5 years of professional experience linked to the provision of policy advice in Communications. Advisory experience with senior public sector officials or senior staff of other organisations is a strong advantage. | (5 years – <25pts, 5 -7 years – <30 pts, 7-10 years – <35 pts) | 35 |
| At least 5 years of proven experience of working for and/or with the public administration in Moldova. Proven experience with participatory consultation processes, media relations, information campaigns would constitute a significant advantage. | (<5 years – <20pts, 5 -7 years – <25pts, 7-10 years – <30 pts) | 30 |
| Interview (demonstrated technical knowledge and experience, strong analytical and organizational skills): | | |
| Excellent communication skills | (limited –<20 pts, satisfactory – <25 pts, extensive – <30 pts.) | 30 |
| Proven ability to develop effective working relationships with government officials, press secretaries, NGOs, media and development partners representatives | (limited –<20 pts, satisfactory – <25pts, extensive – <30 pts.) | 30 |
| Proven communication tools writing skills | (limited –<20 pts, satisfactory – <25 pts, extensive – <30 pts.) | 30 |
| Fluency in written and spoken English | (limited –<20 pts, satisfactory – <25 pts, extensive – <30 pts.) | 30 |
| Fluency in Romanian and Russian languages | (limited –<15 pts, satisfactory – <20 pts, extensive – <25 pts.) | 25 |
| Knowledge of EU-MD relations and EU assistance programmes and policies targeted at the Republic of Moldova | (limited –<20 pts, satisfactory – <25pts, extensive – <30 pts.) | 30 |
| Maximum Total Technical Scoring | | 300 |
| Financial | | |
| Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 200$ S – score received on financial evaluation; Fmin – 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