



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

Terms of Reference

National consultant/Communications expert

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.

The project is seeking to engage the services of a National Consultant on Communications.

Position Title: National Consultant/Communications expert

Duty Station: Chisinau, Republic of Moldova

Type of Contract: Individual Contract

Duration of the Contract: 85 working days over 10 months (Sep 2014 - Jun 2015)

Reporting to: EUHLPAM Project Manager

Description of Responsibilities:

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 process and other strategic issues. The local expert will work with EU High-Level Policy Advisers/EUHLPAs and project beneficiaries to strengthen their



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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.

Key Responsibilities:

- Support beneficiaries in updating and/or delivery of their communication strategies and/or action plans and/or guides and practical toolkits;
- Support the application of innovative communication tools and instruments, in preparing individual communication activities, including in relations with media, organization of events and use of social media;
- Contribute to the elaboration of communication materials (including but not limited to media monitoring sheets, press releases, scripts for press conferences, briefings and briefing templates);
- Ensure consistency of communication messages;
- Assist with the organisation of communication events (press conferences, information campaigns etc.), including but not limited to: identification of key target groups, development of messages, preparation of event scenarios, coordination with broadcasting challenges as appropriate, drafting of articles for local media;
- Providing guidance and transfer of expertise to communication staff of project beneficiaries in applying agreed upon communication and policy consultation tools;
- Use local knowledge and experience to provide media analysis, upon demand;
- Assist beneficiaries during policy consultation processes;
- Advise project beneficiaries on practical tips and recommendations for managing communication crisis situations and related risks;
- Coordinate with other assistance initiatives supporting the communication capacity of project beneficiaries,
- Support and promote EU visibility and the implementation of the EUHLPAM communication and visibility plan including through regular updates for the project web site and other communication tools and contributions to common beneficiaries-project events;
- Perform other tasks as assigned by EUHLPAs in coordination with the EUHLPAM project manager.

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

Deliverable/milestone	Indicative timeframe
1. Updates to beneficiaries communication strategies/action plans	August 2014
2. Upgrade communication tools and	September 2014





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systems of project beneficiaries	
3. Contributions to project beneficiaries events and public consultations	Throughout the assignment period
4. Transfer of knowledge and coaching	Continuous
5. Coordination with on-going relevant communication assistance initiatives	Continuous
6. Implementation of the EUHLPAM Communication and Visibility Plan	Continuous
7. Progress reports	Every two months
8. Final report	End of assignment

The local expert is required to operate according to the Mission's Code of Conduct, which constitutes an integral part of the contract, and a prioritised work plan coordinated with beneficiaries and agreed with the project manager.

Qualifications and skills:

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, and 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





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