

Terms of reference

Job title:	National Consultant in Communication
Duty station:	Chisinau, Moldova
Reference to the project:	Strengthening capacities to undertake Environmental Fiscal Reform to meet national and global environmental priorities
Contract type:	Individual contract
Expected workload:	60 days
Duration:	October 2014 – September 2015

I. BACKGROUND

The GEF funded “Environmental Fiscal Reform Project” (EFRP) was launched in 2011 and sets out to build capacities for implementing environmental fiscal reforms (EFR) that will produce increased national and global environmental benefits through the adoption of selected subsidies, fees, fines, taxes and other appropriate fiscal instruments.

This project sets out to build capacities for implementing environmental fiscal reforms (EFR) that will produce increased national and global environmental benefits through the adoption of selected charges, subsidies, fees, fines, taxes and other appropriate instruments. It will initiate and pilot EFR instruments targeted to meeting Rio Convention objectives and ensure their integration within national plans and policies, especially in national taxation and decentralization process in Moldova. The reforms will focus on creating conditions, financial incentives and disincentives, and decreased opportunity costs to undertake actions that deliver environmental outcomes. The expected outcome is that EFR will be adopted as an important element of Moldova’s development policy, whereby improved economic, financial and fiscal instruments and their use would strengthen regulatory and other approaches to environmentally sound and sustainable development, with a particular emphasis of meeting obligations under the three Rio Conventions (Climate Change, Biodiversity, and Desertification). The project will also contribute to and complement a broader national decentralization reform process, including policy planning at the national level, redesigning of competencies and responsibilities of local and sub-national governments and reforming local government revenue systems.

One of the objectives of the project is the improved management and performance of the National Ecological Fund (NEF) including project cycle management, which is the main financing source in the environment sector. With the support of the project, the Ministry of Environment initiated a comprehensive reform of the National Ecological Fund, in view of ensuring the sustainability and functionality of the Fund as an effective tool for financing the implementation of environmental policies and strategic priorities in Moldova. The new draft Regulation and Operational Manual for the National Ecological Fund brings best international practices for public environmental expenditure and project cycle management. The project strategy of focusing in parallel on strengthened capacities of the Ministry of Environment and other environmental authorities for environmental programming and medium-term expenditure planning seems most suitable, specifically in view of the possibility that with the upcoming changes in the national public finance legislation the allocations to the NEF and the sector in general will have to be

solicited through the general budget process. This will require significantly improved skills of the Ministry of Environment to ensure an adequate level of financing in the sector.

II. OBJECTIVE OF THE ASSIGNMENT

GEF EFRP seeks National Consultant in Communication (hereinafter Consultant) in order to design and support to carry out the implementation the Communication Plan of the environmental fiscal reform as well as ensure the visibility of the EFRP.

The Consultant will report directly to the project manager EFRP UNDP. The Consultant with support of the CO will obtain the appropriate national policy documents and access the appropriate stakeholders for consultation on the project implementation. The Consultant will work with all other involved international and/or national consultants.

III. TASKS.

1. The assignment will require the completion of the following tasks:
2. Update the Communication Plan on Environment Fiscal Reform and support the Ministry of Environment in its implementation.
3. Based on the updated Communication plan, design and help implement a 1-year information campaign strategy and action plan to promote the Environment Fiscal Reform. Identify appropriate suppliers for the provision of goods and services for activities stipulated in the communication plan;
4. Launch and maintenance of a multi-party multilingual EFR website to contain relevant legislation and policy, reports and news from the GEF/UNDP EFR project, an online library including EFR related reports from Moldova and abroad, information on the work of the Moldovan EFR Commission and other information.
5. Produce at least two publications capturing the project's results in the form of lessons learned and case studies.
6. Conceptualize and coordinate the organization of EFR events: public debates, consultations, forums, trainings, conferences and awareness campaigns in strong coordination with Ministry of Environment representatives and EFRP .
7. Design concepts and coordinate production of EFR promotional materials (booklet, leaflets, banners) and various communication products such as TV and radio programmes, websites, publications in cooperation with Ministry of Environment and EFRP.
8. Develop a professional media package to provide background information about the project and establish regular communication with media;

IV. DELIVERABLES, ESTIMATED WORKLOAD AND TIMEFRAME:

The assignment should be carried out within a period of 12 months, not exceeding 60 working days.

	Deliverable	Deadline and workload
1	Monthly report on preformed activities	Monthly
2	Update the Communication Plan on Environment Fiscal Reform	October 30, 2014, 5 days
3	Design and help implement a 1-year information campaign strategy and action plan to promote the Environment Fiscal Reform	November 10, 2014, 10 days

4	Launch and maintenance of a multi-party multilingual EFR website	January 1, 2015, 10 days
5	Produce at least two publications capturing the project's results in the form of lessons learned and case studies.	July 25, 2015, 5 days
6	Conceptualize and participate in organization of EFR events (at least 6 events)	August 20, 2015, 12 days
7	Design concepts and coordinate production of EFR promotional materials (at least one leaflet, one banners, four TV and Radio programmes	August 20, 2015, 18 days
8	Final Activity report	August 25, 2015

All deliverables shall follow UNDP/GEF visibility guidelines and shall be endorsed by the GEF/UNDP Project Manager.

Management Arrangements:

Consultant will work under the overall guidance of the UNDP EFR Project Manager, in coordination with the Ministry of Environment of Moldova and UNDP Communication Specialist. The Contractor will report to the UNDP EFR Project Manager.

Financial arrangements:

Payment will be disbursed in six instalments upon submission and approval of the final documents as specified under 'Deliverables and Timeframe' section and certification by the Project Manager, and UNDP Portfolio Manager, that the services have been satisfactorily performed.

V. QUALIFICATIONS AND SKILLS REQUIRED

Competencies:

- Good oral communication skills and conflict resolution competency to manage inter-group dynamics and mediate conflicting interests of varied actors.
- Excellent written communication skills, with analytic capacity and ability to synthesize project outputs and relevant findings for the preparation of analytical documents.
- Experience in drafting the policy and strategic documents.

Partnerships

- Maturity and confidence in dealing with senior and high-ranking members of international, regional and national institutions.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

Results

- Promotes the vision, mission, and strategic goals of UNDP.
- Builds strong relationships with clients, focuses on impact and result for the client and responds positively to feedback.

Qualifications:

- University Degree in Journalism, Communication/Media Studies or other closely related field, international relations or other related field.

Experience:

- At least five years of experience in communication.
- Experience in developing and implementing media/communications strategies and plans, including organizing awareness campaigns.

- Good knowledge of the government institutions and PR agencies, news agencies in Moldova and abroad.
- Knowledge of environment issues would be an asset.
- Experience in similar positions in a UNDP and/or other international projects are an advantage.

Abilities:

- Demonstrated capacity of team-orientation work, excellent planning and organizational skills;
- Fluency in oral and written English, Romanian and Russian
- Ability to achieve results and deadlines in a timely manner, maintaining a high standard throughout.

The United Nations Development Programme 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.