

Terms of Reference

Job Title: Communication Consultant (National Consultant)

Project Reference: Moldova Disaster and Climate Risk Reduction Project

Duration of Employment: October 20, 2014 – October 20, 2015

Contract type: Individual Contract

Expected workload: 80 working days, home based

BACKGROUND

Moldova's economy, population, and environment are highly exposed and vulnerable to climate variability and change and different kinds of natural hazards, including drought, floods, severe weather, earthquakes, and landslides. Average annual losses from hydrometeorological hazards comprise around three percent of GDP (if the 2007 drought is factored into the annual average). They have a severe impact upon the rural population of Moldova, which makes up around 60% of the total and depends largely upon agriculture for their livelihood. Overall annual losses from geophysical hazards account for 0.9% of GDP. These primarily threaten infrastructure, homes, and public buildings.

The Moldova Disaster and Climate Risk Reduction Project, Phase II, is a 3 year project (October 2013 – September 2016), funded and implemented by UNDP. During the first phase of the project a gradual shift of focus from traditional disaster response towards a more comprehensive approach to Disaster and Climate Risk Management oriented at prevention and preparedness could be observed. Building on this, the second phase will put emphasis on developing disaster risk management capacities, raising awareness of the general population and policy- and decision makers and increasing the level of knowledge of practitioners.

The main objective of the 2nd phase of the project is to reduce disaster and climate risks in Moldova through the development of national and local risk management capacities. Outputs in support of this objective are as follows:

1. *Coordination, planning, and monitoring capacities enhanced to execute the National Disaster Risk Management Strategy*
2. *Key stakeholders and society have improved DRR awareness and knowledge, as well as strengthened ability to develop own capacity*
3. *Regional and Local level risk management replicated and upscaled in Moldova*

The main implementing partners are the Civil Protection and Emergency Situations Service of the Ministry of Interior and its affiliated training centers, Ministry of Environment, Ministry of Health, Crisis Medicine Training Center, Ministry of Education, LPAs, NGOs and CBOs. To strengthen capacities of local stakeholders and increase the awareness the Disaster Risk Reduction Project seeks for qualified candidate to elaborate the communication strategies and support in the implementation of the project related events.

OBJECTIVES AND SCOPE OF THE ASSIGNMENT

The National Consultant will assist the Civil Protection and Emergency Situations Service and the Project team in the elaboration of the Communication Strategy and Awareness raising plan to support the implementation of the priority directions of the Civil Protection and Emergency Situations Services as well as the implementation of the main project communication events.

It is expected that the Consultant will:

1. Support the Civil Protection and Emergency Situations Services in elaboration of the Communication Strategy and an Action Plan (including the priority directions: formulating the National Disaster Risk Management Strategy and the Process of the Reform).
2. Design the nation-wide disaster risk reduction awareness raising campaign to increase the knowledge and preparedness of the general population with the specific focus on the most vulnerable population.
3. Support the Project in organization and preparation of the communication events.
4. Prepare planning and reports according to schedule.

Responsibilities of the assignment include:

- 1) Support the Civil Protection and Emergency Situations Services in elaboration of the Communication Strategy and an Action Plan (including the priority directions: formulating the National Disaster Risk Management Strategy and the Process of the Reform).
 - i) Together with the Civil Protection and Emergency Situations Services formulate the Communication Strategy for the CPESS and develop a short and long term action plan.
 - ii) In close collaboration with the Civil Protection and Emergency Situations Services assist in organization of the discussion of stakeholders of the Strategy and action plan.
 - iii) In cooperation with the gender specialist ensure including the gender aspects and covering the vulnerable groups in the Strategy implementation.
 - iv) In close cooperation with the Project and CPESS develop the communication approach and detailed planning for the process of *formulation of the National Disaster Risk Management Strategy and the Process of the Reform*.
 - v) Assist in organization of the communication events according to the planning approved for *formulation of the National Disaster Risk Management Strategy and the Process of the Reform* (including but not limited to: developing the communication messages, coordination with mass media, drafting articles)
- 2) Design the nation-wide disaster risk reduction awareness raising campaign to increase the knowledge and preparedness of the general population with the specific focus on the most vulnerable population.
 - i) In close cooperation with the Project and CPESS design a nation-wide disaster risk reduction awareness raising campaign to increase the knowledge and preparedness of the general population with the specific focus on the most vulnerable population.
 - ii) Organize the discussions with relevant stakeholders and ensure the incorporation of the feedback into the design of the campaign.
- 3) Support the Project in organization and preparation of the communication events.
 - i) Contribute to the elaboration of communication materials for the Project events (including but not limited to press releases, scripts for press conferences, briefings).
 - ii) Advise the project and CPESS staff on practical tips and recommendations for managing communication flows;
- 4) Prepare and submit plans and reports.
 - i) Prepare and submit the planning at the beginning of the assignment;
 - ii) By the end of assignment, prepare final report on accomplished work, lessons learned, and recommendations for further implementation and next steps to be taken.

DELIVERABLES:

Deliverable/milestone	Indicative timeframe
<u>1. Submitting the detailed work schedule and methodology for the assignment and consequent approval of UNDP and CPESS.</u> 3 days	October 25, 2014
<u>2. Elaboration of the communication strategy for CPESS.</u> 10 days	November 15, 2014
<u>3. Develop the communication plan to support the implementation of the priority directions of the CPESS</u> 7 days	December 10, 2014
<u>4. Providing support for the communication events to support the implementation of the priority directions of the CPESS</u> 15 days	January – September 15, 2015
<u>5. Design the nation-wide disaster risk reduction awareness raising campaign to increase the knowledge and preparedness of the general population with the specific focus on the most vulnerable population.</u> 7 days	December 10, 2014
<u>6. Organize discussions with stakeholders and incorporate the feedback into the design of the campaign</u> 10 days	March 30, 2014
<u>7. Support the Project in organization and preparation of the communication events.</u> 25 days	October 20, 2014 – October 20, 2015
<u>8. Final report on the accomplished work, including the lessons learned and recommendations.</u> 3 days	October 20, 2015

Duration: 80 working days, through October 20, 2015 – October 20, 2015

PAYMENT SCHEDULE:

15% - upon submitting the detailed work schedule, methodology and elaboration of the communication strategy for CPESS (completing deliverables 1, 2) (not later than November 15, 2014);

20% - upon developing the communication plan to support the implementation of the priority directions of the CPESS Design the nation-wide disaster risk reduction awareness raising campaign (completing deliverables 3,5) (not later than December 10, 2014)

20% - Providing support for the communication events to support the implementation of the priority directions of the CPESS (deliverable 4 – 5 days), Organize discussions with stakeholders (deliverable 6 – 5 days), Support the Project in organization and preparation of the communication events. (deliverable 7 – 5 days) (not later than March 25, 2015);

45 % upon successful implementation of assignment (not later than October 20, 2015)

MANAGEMENT ARRANGEMENTS

The National Consultant will work under the guidance of UNDP Project Manager. He/she will also work closely with the Civil Protection and Emergency Situations Services, respective national partners, including state institutions, local authorities, civil society and international organizations.

QUALIFICATION REQUIRED:

- A Masters' Degree in Communications/Journalism/Public Relations or other relevant field or equivalent, a Bachelor's Degree in the same areas combined with 8 years of relevant experience is considered as equivalent.
- At least 6 years of professional experience in Communications/Journalism/Public Relations
- Experience in working with national authorities, international organizations and civil society
- Excellent proven skills in analysis, negotiations and leadership and overall diplomatic skills;
- Proven experience on preparation of written reports in an accurate and concise manner, and public presentation skills;
- Fluency in written and spoken Romanian and Russian is required for this assignment.
- Good organizational, time management and facilitation skills
- Computer literacy and ability to effectively use office technology equipment, IT tools.
- Sound knowledge of disaster risk management system in Moldova would be an asset.

Documents to be included when submitting the proposals:

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

1. Financial proposal;
2. Letter of intent describing the methodological approach;
3. Personal CV including past experience in similar projects;