



Terms of Reference
Communications consultant to provide support during electoral period

Job title: National Communications Consultant
Duty Station: Republic of Moldova, Chisinau
Reference to the project: Democracy Programme / Elections
Contract type: Individual Contract
Expected workload: 15 working days
Indicative starting date: 3 November, 2014

1. BACKGROUND:

UNDP Moldova “Programme for improving the quality of Moldovan Democracy through Parliamentary and electoral support” is a multi-year institutional development programme that aims to support the institutional consolidation and modernization of both Moldovan Parliament and Moldovan Central Electoral Commission (CEC).

Electoral component of the Programme (further referred as Programme) provides continuous assistance to the Central Electoral Commission towards:

- Improving the capacity of the CEC to meet European gender and human rights standards;
- Improving the institutional environment for electoral management bodies that can deliver inclusive and modern electoral processes;
- Improving the electoral and population registration process of the Republic of Moldova.

The Central Electoral Commission of the Republic of Moldova is a permanent and independent state body, managing the electoral process in Moldova, consisting of nine members. The CEC is assisted and supported by an Apparatus (secretariat) consisting of 37 persons, including 5 staff in communications department.

Among the strategic objectives of the CEC communication strategy approved in April 2014, is improvement of the communication between the electoral administration and Moldovan citizens. In the framework of the strategy CEC conducted, with the Programme support, a sociological opinion poll survey to assess citizens perceptions about CEC and the overall electoral processes and, more recently, launched the organization and implementation of an extended voter information and education campaign to inform Moldovan voters on upcoming electoral events related issues.

Further, the Programme intends to support CEC communications department in implementation of a variety of communications activities planned for upcoming electoral and post electoral period.

2. OBJECTIVES:

The Programme intends to contract a national communications consultant (further referred as “consultant”) to provide the CEC Communication department necessary advice and support in planning and organization of

elections related communication activities, and provide the Programme with support in implementation of visibility events and promotion of the Programme results.

For the performance of the works the consultant is expected to carry out a general situation analysis and discuss with CEC and Programme staff. Based on obtained findings, the consultant shall develop a detailed work plan to be applied for the assignment.

The Consultant will be mainly responsible for implementation of the following tasks:

- a. Providing support in organization of visibility events during the electoral period -5 days;
- b. Provide assistance with drafting of high quality press and media releases and other media products – 10 days;

3. KEY DELIVERABLES AND TENTATIVE TIMETABLE:

	Key deliverables:	Indicative Timetable/WD
1	2 (two) visibility events during the electoral period successfully organized	15 October - 15 December 2014 5 WD
2	High quality press and media releases and other media products drafted and submitted for approval;	15 October - 15 December 2014 10 WD

All deliverables should be agreed with the Programme and be provided in English and/or Romanian language in hard copy and electronically.

4. INSTITUTIONAL ARRANGEMENTS

Timeframe for the work of the consultant is tentatively planned through November – December 2014. The consultant is expected to work part time- 4 hours per day.

The consultant will work under the guidance and direct supervision of SPO/Component Manager and in collaboration with the CEC Communications Department – for substantive aspects of the assignment. The consultant will report to the UNDP Electoral Specialist.

The consultant will be paid in two installments, to be coordinated in advance with the Programme. The payment will be disbursed upon approval of deliverables by UNDP Electoral Specialist that the services have been satisfactorily delivered.

5. QUALIFICATIONS AND SKILLS REQUIRED

Academic Qualification

- Master's degree or equivalent in communications, journalism, media studies, international affairs or other relevant field. Bachelor and 5 (five) years of experience in communications will be also acceptable

Experience

- At least 3 years of relevant professional experience in communications, including inter alia, spokesperson, public relations specialist.
- Experience in working with UN agencies will be an asset;

Competencies

- Ability to analyse, plan, communicate effectively orally and in writing, draft report, manage communication projects/events, organize and meet expected results, adapt to different environments (cultural, economic, political and social);
- Outstanding drafting and communication skills

Language requirements

- Full professional knowledge of English and Romanian. Knowledge of Russian would be an advantage.

6. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS:

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

- a. Proposal: explaining why they are the most suitable for the work including past experience in similar Projects (please provide brief information on each of the above qualifications, item by item);
- b. Financial proposal (in USD, specifying a total requested amount per day, including all related costs, e.g. fees, per diems, travel costs, phone calls etc.);
- c. Fully completed and signed P11 Form, personal CV and at least 3 references