



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **16 October, 2014**

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**Country:** Republic of Moldova

**Description of the assignment:** Communications consultant to provide support during electoral period

**Project name:** Democracy Programme/Elections

**Period of assignment/services:** 15 working days

Proposals should be submitted online by pressing the "Apply Now" button no later than 30 October, 2014.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [beatricia.revenco@undp.org](mailto:beatricia.revenco@undp.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.

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### 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. SCOPE OF WORK**

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

**For detailed information, please refer to Annex 1 – Terms of Reference.**

## **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

### **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 communication 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.

## **4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

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

- 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);
- 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. );
- Dully completed and signed P11 Form, personal CV and at least 3 references.

## **5. FINANCIAL PROPOSAL**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals the financial proposal shall include a breakdown of this lump sum amount (including fee, taxes, travel, per diems, and number of anticipated working days).

## **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:

- Master's degree or equivalent in communications, journalism, media studies, international affairs or other relevant field; or Bachelor and 5 (five) years of experience in communication
- At least 3 years of relevant professional experience in communications, including inter alia, spokesperson, public relations specialist;

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.

<b>Criteria</b>	<b>Scoring</b>	<b>Maximum Points Obtainable</b>
<b><u>Technical</u></b>		
Master's degree or equivalent in communications, journalism, media studies, international affairs or other relevant field. Bachelor and 5 (five) years of experience in communication will be also acceptable	Master's degree or Bachelor and 5 (five) years of experience – 50 pts;	50
At least 3 years of relevant professional experience in communications, including inter alia, spokesperson, public relations specialist.	3 years – up to 100 pts, more than 3 years of experience – 20 pts, for each additional year of experience up to a maximum of 60 additional points;	160

Experience in working with UN agencies will be an asset	No – 0 pts, at some extent – 20 pts, yes – 40 pts	40
Relevant proposal (justification of being suitable for the work, vision and working approach). Proven report writing skills.	Max. 25	25
Full professional knowledge of English and Romanian. Knowledge of Russian would be an advantage	Romanian – 10 pts; English- 10 pts; Russian – 5 pts	25
<b>Maximum Total Technical Scoring</b>		<b>300</b>
<b><u>Financial</u></b>		
Evaluation of submitted financial offers will be done based on the following formula: <b><math>S = F_{min} / F * 200</math></b> 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.		<b>200</b>

#### 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**