

## TERMS OF REFERENCE

### Communication consultant to support the Centre for Continuous Electoral Training in designing and implementing gender-sensitive communications

<b>Job title:</b>	National Consultant
<b>Duty station:</b>	Chisinau, Moldova
<b>Reference to the project:</b>	Women in Politics
<b>Contract type:</b>	Individual Contract (IC)
<b>Expected workload:</b>	90 working days
<b>Starting date:</b>	March 1, 2015

#### 1. **BACKGROUND:**

Gender equality in political representation is a matter of justice and is fundamental for participation and representative governance. Women and girls constitute more than half of Moldova's population, yet they are under-represented in the bodies that make key decisions affecting their lives. Even when they gain representation, the influence of elected women is sometimes limited, due to the centralization of party control in male-dominated party leadership and gendered norms and procedures in political institutions.

In 2014, UNDP jointly with UN Women and in partnership with the East Europe Foundation (EEF) and the Centre for Participatory Development (CPD) started a new Programme in Moldova: "Enhancing Women's Political Representation through improved capacity and enhanced support in Moldova" (Women in Politics). The Programme aims at ensuring an increased participation of women in politics and in the decision-making process by creating an environment conducive to their meaningful participation and providing support to capacity development of women before, during and after the elections at the central and local levels. Programme purpose is to support gender equality advocates in creating a favorable environment for advancing women's right to participate in decision making at national and local levels by influencing legal frameworks and policies to increase women's leadership and political participation.

The Programme consists of two inter-related components each UN Agency being is responsible for the implementation of activities under particular its areas of intervention. UN Women will be responsible for the overall Programme implementation and will be leading specific parts (eg: related to the electoral legislation review).

UNDP's area of responsibility is related to the electoral assistance and administration, parliamentary affairs and capacity building of elected women and builds further on the results achieved through the previous and on-going support to the institutional capacity development of the Parliament and the Central Elections Commission (CEC) with a focus on enhancing capacities of the Electoral Management Bodies on gender responsive electoral management and on strengthening capacities of elected women parliamentarians and councilors for performing the elected official's duties.

Moldovan Central Elections Commission (CEC) is a permanent and independent state body, managing the electoral process in Moldova. Since 2008 CEC has been working to improve its capacity to design and implement training programs for temporary electoral officials. CEC has moved from large group short briefings of District Electoral Commissions (DEC) and Precinct Electoral Bureaus (PEB) members to small group competency-based training sessions. To meet increasing need for effective trainings and further certification of electoral officials CEC created on 9 December 2011 the Center for Continuous Electoral Training (CCET). The main goal of the CCET is to provide trainings for various electoral officials, electoral bodies' staff members, judges, NGOs representatives, electoral observers, mass-media, political parties representatives and voters. UNDP provides support to CCET through the Democracy Programme, with development of an E-Learning platform and specific electoral training videos. In the framework of the "Women in Politics" Programme launched in 2014, UNDP provided support to CCET in mainstreaming gender in its curricula for electoral administrators involved in the parliamentary elections and trained CCET trainers on gender sensitive electoral communication and gender-responsive electoral management.

In 2015, Women in Politics Programme will continue to support CCET in mainstreaming gender in its training programme for electoral administrators and staff engaged in the upcoming local elections. Next to this, comprehensive support is envisaged for CCET in terms of strengthening its communications function with specific focus on designing and implementing a communication strategy that addresses the sustainable development of CCET as an institution. The assistance provided by the Women in Politics Programme will include, inter alia, transfer and internalization of best practices in the area of public communications by building the capacity of CCET Communications Department in expanding the array of communication approaches and tools used, including through the implementation of gender and human rights sensitive messages adapted to the specifics of CCET's key target audiences.

## **2. OBJECTIVES:**

The Programme intends to contract a national consultant (Consultant) to support CCET in designing and implementing a gender and human rights responsive communication strategy, as well as in strengthening the capacity of CCET Communications Department in applying innovative communication approaches aligned to sustain the long-term development goals of CCET as an institution. Namely the Consultant is expected to:

1. Study background materials related to CCET work specifics; conduct interviews with CCET management and staff; make an inventory of communication tools employed and study relevant international experiences of similar institutions' communication approaches;
2. Based on the information collected, jointly with CCET management, staff, and specifically CCET Communication Specialist, develop CCET Communication Strategy and Communication Plan;
3. Provide on-the-job training and coaching to newly hired CCET Communication Specialist in effective implementation of communication activities outlined in the communication strategy and plan, through the perspective of ensuring the sustainability of the institution and mindful of gender equality and human rights principles;
4. Support CCET in designing and implementing innovative communication tools and techniques tailored to the specifics of CCET target audiences;
5. Assist CCET with specific communications support prior and after local elections;
6. Perform other tasks needed for the successful implementation of the assignment.

### **3. Key deliverables and tentative timetable:**

	<b>Key deliverables:</b>	<b>Tentative Timetable</b>
1.	<b><u>Preparatory Work.</u></b> Study of CCET materials, international practices Development of the Work Plan of the assignment	5 working days, no later than March 15, 2015
2.	<b><u>Communication Strategy of CCET</u></b> developed jointly with CCET management and staff	10 working days, no later than April 30, 2015
3	<b><u>Detailed 2015 CCET Communication Plan</u></b> drafted jointly with CCET management and staff	5 working days, no later than May 10, 2015
4	<b><u>On-the-job training and coaching</u></b> provided to CCET Communications Specialist and CCET staff in implementing innovation-driven, gender-sensitive and sustainability-centered communication activities, including specific ones pertaining to local elections	70 days, no later than November 30, 2015
3	<b><u>Progress report for the previous month and working plan</u></b> for the following month prepared and submitted for approval.	Monthly*, to include but not limited to the activities listed above

\*The consultant will be engaged part-time - up to a maximum of 10 working days per month in the period March 1 2015- November 30, 2015.

All deliverables shall be agreed upon with CCET and the Programme and be provided in Romanian and/or Russian language in the most suitable format agreed with the beneficiary.

### **Timeframe of the assignment**

The timeframe for the work of the Consultant is tentatively planned for March-December 2015.

### **Institutional arrangements**

The Consultant will work under the overall guidance and management of the CCET management for substantive aspects of the assignment and under the direct supervision of the Component Manager for administrative aspects. Deliverables will be approved by the designated CCET official and UNDP Component Manager.

### **4. Qualifications and skills required**

#### **I. Academic Qualifications:**

- Bachelor degree in communications, journalism, PR & media studies, international affairs or other relevant field. Additional points will be granted to applicants holding MA and PhD-level degrees in the fields mentioned above.

#### **II. Experience:**

- At least 5 years of relevant professional experience in communications, including inter alia, spokesperson, public relations specialist, communications consultant;
- Proven experience in developing communication/public relations strategies;
- Sound knowledge and expertise of gender equality issues;
- Working experience in the field of media, public relations and/or communications advisory services within the NGO sector, Government institutions would be an advantage;
- Previous experience in working within UNDP or other international organizations will be an asset.

### III. Competencies:

- Ability to analyse, plan, communicate effectively orally and in writing, manage communication projects/events/campaigns, organize and meet expected results, adapt to different environments (cultural, economic, political and social);
- Outstanding drafting and communication skills;
- Demonstrated knowledge of social media and other innovative communication tools;
- Fluent in Romanian and Russian languages. Intermediate-high level of English is required. Full proficiency in English would be an advantage.

## **5. Documents to be included when submitting 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. Aggregated financial proposal (in USD, specifying a total requested amount per working day, including all related costs, e.g. fees, phone calls etc.);
- c. Updated Curriculum Vitae (CV).