

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 9 February 2015

Country: Republic of Moldova

Description of the assignment: Communication consultant to support the CCET in designing and implementing gender-sensitive communications

Project name: "Enhancing Women's Political Representation through improved capacity and enhanced support in Moldova"

Period of assignment/services: 90 working days between 1 March – 30 November 2015

Proposals should be submitted online by pressing the "Apply Online" no later than 23 February 2015.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: Victoria.ignat@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.

Qualified women candidates are particularly encouraged to apply.

Due to large number of applications we receive, we are able to inform only the successful candidates about the outcome or status of the selection process.

1. BACKGROUND

In 2014, UNDP jointly with UN Women and in partnership with the East Europe Foundation (EEF) and the Centre "Partnership for 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.

The programme purpose is to support gender equality advocates in creating a favourable 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.

Among others, the Programme intervention is related to 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) and the Center for Continuous Electoral

Training (CCET) 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.

In 2015, Women in Politics Programme will continue to support the 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. SCOPE OF WORK, RESPONSIBILITIES, AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

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.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

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.

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.

Competencies and personal abilities:

- 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.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

- a. Cover Letter: 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;
- c. Updated Curriculum Vitae (CV).

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 will include a breakdown of this lump sum amount (including number of anticipated working days, daily consulting fees, phone charges, meals, etc.).

Travel

WiP Programme will cover transportation (for field visits) and printing costs, therefore these costs shall not be included in the financial proposal.

In 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:

- Bachelor degree in communications, journalism, PR & media studies, international affairs or other relevant field;
- At least 5 years of relevant professional experience in communications, including inter alia, spokesperson, public relations specialist, communications consultant;
- Fluent in Romanian and Russian languages. Intermediate-high level of English is required.

Note: candidates that are not available during the required period shall not be considered.

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 shall be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
Technical		
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	Bachelor's – 10 pts; Master's or PhD - 20 pts	20
At least 5 years of relevant professional experience in communications, including inter alia, spokesperson, public relations specialist, communications consultant	Less than 5 years – 0 pts; 5 years – 10 pts, each additional year – 10 pts, up to max. 40pts	40
Sound knowledge and expertise of gender equality issues	1 project – 5 pts, each additional project – 5 points, up to max. 20 pts	20
Working experience in the field of media, public relations and/or communications advisory services within the NGO sector, Government institutions would be an advantage	Less than 2 years – 0 pts; 2 years – 10 pts, each additional year – 5 pts, up to max. 30 pts	30
Proven experience in developing communication/public relations strategies	Each project – 10 pts, up to max. 30 pts	30
Previous experience in working within UNDP or other international organizations will be an asset	no– 0, yes – up to 10 pts	10
Interview (demonstrated technical knowledge and experience; 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; Knowledge of gender equality issues; Fluent in Romanian and Russian languages. Intermediate-high level of English is required. Full proficiency in English would be an advantage)	Demonstrated technical knowledge and experience – 40 pts; ability to analyse, plan, communicate effectively orally and in writing – 15 pts; demonstrated ability to manage communication projects/events/campaigns - 15 pts, organize and meet expected results and adapt to different environments – 20 pts; outstanding drafting and communication skills – 15 pts; knowledge of social media and other innovative communication tools – 15 pts; knowledge of gender equality issues – 15 pts; fluency in Romanian and Russian – 5 pts, English: intermediate-high – 5 pts; proficiency in– 10 pts;	150
Maximum Total Technical Scoring		300

Financial

Evaluation of submitted financial offers will be done based on the following formula:

$$S = F_{\min} / F * 200$$

S – score received on financial evaluation;

F_{min} – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round;

F – financial offer under consideration.

200**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**