



*Empowered lives.  
Resilient nations.*

## **TERMS OF REFERENCE**

<b>Job Title:</b>	<b>National communication consultant to support Policy Analysis Projects' Implementing Unit (PIU) in the communication, outreach and visibility activities</b>
<b>Type of Contract:</b>	<b>Individual Contract (IC)</b>
<b>Duty Station:</b>	<b>Chisinau, Moldova</b>
<b>Expected workload:</b>	<b>up to 64 working days</b>
<b>Expected duration of assignment:</b>	<b>March – December 2015</b>

## **BACKGROUND**

Over the last decade or so, the Republic of Moldova has made significant positive progress towards poverty alleviation. However, the progress is far from uniform, with growing disparities between rural and urban settlements. Recent developments indicate that the country will be meeting some of its MDG commitments, particularly in terms of poverty reduction, while will have to make additional efforts for meeting its targets in other areas, in particular health, environment, among others.

The Government of the Republic of Moldova, under its Moldova 2020 Strategy, committed to further promote economic development, support infrastructure improvements, support education sector, and improve access to finance, among others.

Under the current UNPF (2013-2017), the United Nations committed to support the Government and people of the Republic of Moldova in the set priority areas, also pillars of the partnership framework: (a) Democratic Governance, Justice, Equality and Human Rights; (b) Human Development and Social Inclusion and (c) Environment, Climate Change and Disaster Risk Management. Support is directed towards tackling major development challenges currently affecting the development of the country. However, how to prioritize such challenges? How to address such challenges in an effective and efficient manner, given the existing developmental constraints? What innovative policy and programmatic responses are there available to generate new sustainable jobs, promote employability and entrepreneurship, re-channel remittances towards productive sectors?

To provide evidence-based answers to the above and pilot interventions addressing sustainable human development and inclusive growth, UNDP Moldova aims at developing a dedicated Projects Implementing Unit that would focus on: (a) policy analysis, (b) implementation of various joint interventions that would

promote entrepreneurship and employability at local level, and (c) promotion of innovations throughout joint interventions for poverty reduction and inclusive growth.

The Implementing Unit will now be structured on three interlinked components, i.e. policy analysis, employability and innovative entrepreneurship. Each component will be having specific interventions and sub-components that may be activated or deactivated depending on the corporate decision and needs of the national counterpart(s).

The **policy analysis component** will be in charge of: producing regular policy briefs on critical areas where evidence-based analysis is needed to identify options and policy alternatives; development of the National Human Development Reports and related analytical background papers or summaries of in-depth interviews of FG interviews; coordination of the development of national MDG reports and related analytical papers; other analytical tasks for other components in the Unit;

The **employability component** will contain interventions that target skilled unemployed in search for relevant employment of local market and improvement of their soft skills to search for a decent job. Such component will be also dealing with promotion of new jobs created in the entrepreneurship component and work with LPAs willing to start-up small-scale career advisory centers or connect to the existing ones.

The **innovative entrepreneurship component** contains interventions for the creation of Business Innovations Lab, of an Innovations fund to support business start-up and business development, financial support instruments to be managed based on UNDP rules and regulations, creation of a Innovations Matching Forum, support to selected LPAs for the revision of the local economic development plans and scaling-up of a seed-money fund to support innovative start-ups at local level.

## **OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT**

The **national consultant** is expected to provide support to various interventions in the PIU as it regards communication, outreach, various visibility activities and capacity building undertakings through:

- Ensuring the development and implementation of specific communication strategies and plans for each specific intervention under the above-listed components with are under implementation in 2015;
- Ensuring efficient communication on and dissemination of results achieved within each intervention through tailored press releases, written and audio materials, social media, among others; consultant shall ensure dissemination; ensure monitoring and evaluation of the communication and outreach activities through brief narrative reports to PIU management;
- Strictly observing UNDP standards and practices related to communication and visibility efforts; all developed materials shall be adapted/translated into Romanian/English/Russian depending on the specific requests from the management of the Project.

### **Key deliverables:**

<b>Deliverables</b>	<b>Deadlines</b>
Needs assessment and tailored communication/outreach strategies and action plans developed in the three components described above (up to 6 w/d)	By March 15, 2015
At least 7 tailored press-releases on major events (1 w/d per each press-release)	By December 2015

2 written materials (e.g. short articles, informative notes or similar) per each component/intervention disseminated through local media (up to 2 w/d per each material, up to 12 w/d in total)	By December 2015
Concepts for 2 video/audio spots developed (up to 5w/d)	By December 2015
Concept for an animated presentation of the intervention to promote innovations in business development (up to 3 minutes in length);  Concept of a small-scale intensive and private sector targeted awareness campaign on the cross-cutting constraints to innovations in SMEs (up to 2 w/d for each task, up to 4 w/d in total)	By 30 April 2015
Promotional brochure for the intervention of promoting innovations into business development (up to 2 w/d)	By 30 April 2015
14 short success stories (human stories or SME business cases) to promote current interventions in employability and entrepreneurship (2 w/d per success story, up to 28 w/d in total).	By December 2015

## SKILLS AND EXPERIENCE REQUIRED

### Education:

- Master Degree in journalism, public relations, social sciences, economics or related areas. Additional training and certification in communication/journalism is an asset.

### Experience:

- At least 5 years of relevant professional experience in communications, including as public relations specialist or communications consultant;
- Proven experience in developing communication/public relations strategies and action plans;
- 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.

### Language Requirements:

- Fluency in oral and written Romanian, Russian and English is a must.

## PERFORMANCE EVALUATION

Contractor's performance will be evaluated against timeliness, responsibility, initiative, creativity, communication, accuracy, and overall quality of the delivered products.

## FINANCIAL ARRANGEMENTS

Payments will be disbursed in several installments, upon submission and approval of deliverables, and certification by UNDP Moldova Project Manager that the services have been satisfactorily performed.