

TERMS OF REFERENCE

- A. Job Title:** National Consultant on Communications to Support the Equality Council
- B. Duty Station:** Chisinau, Republic of Moldova
- C. Project reference:** Supporting National Human Rights Institutions as per International Treaty Bodies and UPR Recommendations
- D. Contract type:** Individual Contract (IC)
- E. Duration of assignment:** April 2015 – September 2016 (up to 100 working days with possibility of extension)

F. Background:

The Republic of Moldova is a State-party to the majority UN and CoE human rights treaties. The *National Human Rights Action Plan for 2011-2014*¹ contains commitments to protect and advance specific human rights taking into account the recommendations of the UN treaty bodies and a number of UPR recommendations. Related priorities and commitments are established under the *UN-Moldova Partnership Framework (UNPF) 2013-2017*.² Reform of the National Human Rights Institutions is prioritized at the highest level of government. The Equality Council is one of the two major national human rights institutions in the Republic of Moldova working specifically on the issues of equality and non-discrimination.

In May 2012 the Moldovan parliament passed the Law on Ensuring Equality,³ which is intended to cover all grounds for discrimination in line with the international commitments of the Republic of Moldova. The law provides for the establishment of the Council on the Prevention and Elimination of Discrimination and Ensuring Equality (Equality Council),⁴ which is a collegial body established to ensure protection against discrimination and ensure equality of all persons who consider themselves to be victims of discrimination.

The Equality Council is a newly established institution operating in the widespread environment of discriminatory views and is in need of capacity building in the pro-active approach on the exercise of their functions in human rights and equality spheres, including in monitoring, documentation, reporting, education, litigation, campaigning, etc. Therefore the development and successful implementation of the Communication Strategy of the Equality Council (hereinafter Strategy) and Communication Action Plan is needed. The elaboration of the effective Strategy and its implementation will contribute to the timely access to information by professionals, members of the

¹ <http://lex.justice.md/viewdoc.php?action=view&view=doc&id=339395&lang=1>

² http://www.un.md/news_room/pr/2012/undaf/United_Nations_Republic_of_Moldova_Partnership_Framework.pdf

³ <http://lex.justice.md/index.php?action=view&view=doc&lang=1&id=346943>

⁴ <http://egalitate.md/index.php?l=en>

public, civil society and relevant national and international stakeholders to the decisions and other information, will increase the transparency, accountability and visibility of the Equality Council.

The overall objective of the Project *“Supporting National Human Rights Institutions as per International Treaty Bodies and UPR Recommendations”* is to contribute to the effective protection and promotion of human rights, equality and non-discrimination in the Republic of Moldova with particular attention to women, minorities, marginalised and vulnerable groups. The Project is funded by the Norwegian Ministry of Foreign Affairs, co-funded and implemented by the UNDP Moldova and the Office of the UN High Commissioner for Human Rights (OHCHR), in cooperation with the Ombudsperson Office and the Equality Council.

G. Objective:

The main objective is to increase transparency, accountability and visibility of the Equality Council by updating the Communication Strategy and Action Plan as well as ensuring capacity building of Equality Council staff on their implementation.

H. Scope of work and expected outputs:

The **scope of work** of the National Consultant is three-fold: 1) Update of the Communication Strategy and relevant Action Plan, 2) Coaching of the Equality Council Press Officer, and 3) ensuring Project’s visibility.

In order to achieve the objective the National Consultant will:

1) For the Equality Council:

- Conduct an assessment of the Council’s current outreach activities, tools and capacities in view of the existing Communication Strategy including a review of news articles and press clippings, media environment on the Council and public opinion of the Council’s outreach activities;
- Update the Communication Strategy and the relevant Action Plan for the Council to ensure mainstreaming of minorities, vulnerable groups, gender and human rights based approach (HRBA) as well as inclusion of the following into the Strategy and Action Plan:
 - Internal and external communication systems and tools to be used by the Council to improve its communications;
 - Monitoring and Evaluation (M&E) modalities in order to measure progress and results of suggested activities a set of indicators should be developed, with targets and baseline data;
 - Web-site development, improvement and updates;
 - Use of social networks and media.⁵
- Provide Training and coaching for Press Officer on topics related to internal and external communication, mass-media mobilization, strategy implementation, drafting of press-releases, work with web-site and social networks, etc.;
- Engage the relevant Equality Council staff persons and work closely with them throughout the assignment for the purposes of their capacity building relevant to implementation of the Communication Strategy and Action Plan;

⁵ The list is not exclusive and will be finalized in consultation with Equality Council staff upon start of contract by the recruited National Consultant.

2) For the Project:

- Elaborate and implement Project's Communication and Visibility Plan;
- Ensure compliance with the UNDP corporate rules and regulations in the field of communication and visibility promotion and reporting;
- Coordinate and provide support in the implementation of public awareness campaigns and events foreseen by the Project;
- Coordinate the communication and visibility aspects of the Grants Programme 2015 implementation, assist the grantees (about 6 civil society organizations and 6 mass media organizations) in any communication and visibility issues, work with them to ensure Project's and donors' visibility, supervise the application by the grantees of the visibility guidelines and rules;
- Collaborate with any other relevant stakeholders throughout the whole period of the assignment;
- Prepare periodical reports on communication/media activities and contribute to the Project's reporting in part of communication and visibility issues;
- Submit periodic narrative and activity reports;
- Undertake any other related tasks requested on an *ad hoc* basis.

I. Deliverables:

	Deliverable	Deadline
1.	Assessment report including the assessment and description of the ongoing and upcoming communication activities/projects of the Equality Council (maximum 5 pages) submitted to the Equality Council and UNDP. Project's Communication and Visibility Plan elaborated and submitted to the UNDP	31 April 2015
2.	Updated Strategy and Action Plan presented to the Equality Council and UNDP	15 May 2015
3.	Training plan for Press Officer on topics related to internal and external communication, mass-media mobilization, strategy implementation, drafting of press-releases, how to work with website and social networks submitted to Equality Council and UNDP	15 May 2015
4.	Periodic narrative and activity reports submitted to the UNDP	31 July 2015 31 October 2015 31 March 2016 30 June 2016
5.	Final report	31 August 2016

Deliverables can be amended or specified for the purpose of the assignment.

J. Organizational Setting:

This is a part-time consultancy. The Communication Consultant will be based in the office of the Equality Council and will work closely with the management and staff persons of the Council. The National Consultant will work under the direct supervision of the UNDP Moldova Justice and Human

Rights Programme Analyst, as well as in consultation with the OHCHR Human Rights Adviser to the UN Resident Coordinator in Moldova.

K. Inputs:

The Equality Council and the UNDP Moldova Justice and Human Rights Programme Analyst will provide the National Consultant with the necessary information and materials for the fulfilment of tasks, with the consultations on the human rights based approach application, and will provide support in facilitation of the meetings where necessary.

L. Qualifications:

I. Academic Qualifications:

- Master's Degree or equivalent (5-year university education) in communication, journalism, social sciences, public affairs, political science, and international relations or any other relevant field;

II. Years and sphere of experience:

- At least 5 years of experience in the elaboration of communication strategies, action plans and their implementation or in the elaboration and implementation of other documents related to public relations;

III. Competencies:

- Proven experience in designing and implementation of public communication strategies, action plans or other documents;
- Solid understanding of and ability to apply communications tools and techniques, including the ability to analyse and use research data;
- Strong management skills in the planning and financial management of communication work and a proven record of achieving results;
- Proven experience in drafting studies and reports;
- Extensive knowledge and experience in the political, social, and cultural issues in Moldova;
- Knowledge of the activity of the Equality Council and challenges it faces in its work would be a strong asset;
- Experience in good governance, human rights, transparency, accountability or similar work would be an advantage;
- Knowledge of Romanian and Russian languages;
- Knowledge of English would be a strong advantage;
- Knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset;

IV. Personal qualities: responsibility, creativity, flexibility and punctuality.

- Proven commitment to the core values of the United Nations; in particular, is respectful of differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status;

The UNDP Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.