



TERMS OF REFERENCE

Job title:	National Consultant on Media and Communication
Programme Reference:	Support to Confidence Building Measures
Contract type:	Individual Contract (IC)
Duty station:	Chişinău
Language requirement:	Russian
Expected workload:	12 months with a possibility of extension (up to 10 working days/month)
Starting date:	15 July 2015

1. BACKGROUND

“Support to Confidence Building Measures” (SCBM) is a three-year Programme funded by the European Union and implemented by the UNDP. Its main objective is to increase confidence between the people on both banks of the Nistru River by involving local public authorities, civil society members, entrepreneurs, and other stakeholders in joint activities in two key areas: business development and support to rehabilitation of social infrastructure.

Objective:

To prepare and oversee the implementation of a communication and visibility campaign/activities in the Transnistrian region in line with EU/UNDP visibility guidelines throughout the duration of the Programme (2015 – 2018). Provide proactive support to the Programme team and its beneficiaries in order to publicize as much as possible the activities of the Programme in the region in close coordination with SCBM Communications Officer.

2. SPECIFIC TASKS AND RESPONSIBILITIES:

Under overall supervision of the Programme Coordinator and in close coordination with the Programme Communications and Media Officer, the Media and Communication Consultant will be responsible mainly for the communication and visibility of the SCBM activities in the Transnistrian region and shall:

- Identify confidence building measures communication and awareness needs to ensure visibility for the SCBM Programme;
- Provide inputs into the further development of an overall Media and Communication Strategy for the region. The Strategy should include an overview of the main communication goals, impact objective(s), target audience, communication components to be addressed, monitoring and evaluation indicators, risks, recommendations and budget;

- Develop and provide inputs to the Communication Action Plan for the target region for short, medium and long term. The Action Plan should propose concrete activities and information, their timeframe, awareness raising, (including TV spots, TV/radio shows, printing of brochures, promotional materials, etc.) for reaching out to relevant target groups;
- Coordinate and provide support in the implementation of the Communication Action Plan, which will include proposals for awareness raising campaigns and events on confidence building measures on both sides of the Nistru River;
- In coordination with the Programme team ensure continuous access to the information related to the activities of SCBM;
- In coordination with the Programme team write stories, press releases and news about the projects' most important achievements to be placed in local and regional media outlets;
- Promote the SCBM achievements in the Transnistrian region's media outlets by organizing and facilitating interviews with experts, consultants, etc. ;
- Ensure and maintain the cooperation and communication with the region's mass-media and other organizations;
- Collect factual information and prepare photographic materials from field visits in order to draw up additional informative materials on the implementation of SCBM activities in coordination with the Programme team;
- Ensure media monitoring of all public media content in relation to SCBM activities in the Transnistrian region on a regular basis, or upon request;
- Organize press-trips for media representatives from the target region in order to ensure high visibility and coverage of SCBM events/activities in coordination with the Programme team;
- Provide support in preparing analytical briefs, talking points and public appearances of UNDP/EU representatives to ensure improved and better targeted formulation of messages with regard to confidence building activities and visibility of the SCBM Programme;
- Participate in communication meetings related to the activities;
- Elaborate and submit regular reports at agreed periodicity and reporting format.

Deliverables:

No.	Deliverable/milestone	Indicative timeframe
1.	Inputs to the Communication Action Plan	August 2015
2.	Concepts of media products, events, actions, etc. elaborated	August 2015
3.	Media monitoring	Monthly (or upon request)
4.	Effective coordination of Media campaigns and activities provided	Monthly
5.	Communication and Media products delivered	Monthly
6.	Support for the preparation of analytic briefs, talking points and public appearances of EU/UNDP representatives	Monthly
7.	Ensure the visibility of SCBM activities	Monthly

8.	Timely submission of reports ensured	Quarterly
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Organizational and financial arrangements:

The Media and Communication Consultant will work in close coordination with the Programme Communications and Media Officer and under overall supervision of the Programme Coordinator.

The consultant shall present the reports on deliverables to the Programme Coordinator one week prior to the last day of each month. Monthly payments shall be processed based on the daily fee and number of working days during the month of reporting in accordance with the deliverables schedule agreed prior to the signature to the contract. The deliverables and their schedule of presentation may be subject to amendment upon discussion agreement with the Programme Coordinator.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- University degree in public relations, communication, journalism, political science or any relevant field;

II. Years of experience:

- Minimum 5 years of demonstrated experience in working with mass media or as a communication consultant;
- Experience in the coordination and administration of communication activities in an international organization or non-governmental organization would be an asset;
- Proven experience in working with regional media;

III. Competencies:

- Good understanding of the specificity in working with in the Transnistrian region;
- Effective communication skills with different categories of people, including public officials, mass media and NGO representatives;
- Excellent self-organization abilities;
- Ability to work in a team;
- Fluency in Russian language including excellent writing skills. Knowledge of English will constitute an advantage;
- Computer literacy and ability to effectively use office technology equipment, IT tools.

Personal attitudes and qualities:

Good interpersonal skills, solid judgment/ decision making, initiative, creativity and team player, self-starter and results-oriented responsibility/accountability, confidentiality, creativity, thoroughness, objectivity, flexibility and promptness.