

## Terms of references

**Job Title:** Communication and PR National Consultant

**Project Reference:** Mainstreaming biodiversity conservation into Moldova territorial planning policies and land-use practices

**Duration of Employment:** July 2015 – December 2018 (with possible extension until May 2019)

**Contract type:** Individual Contract

**Expected workload:** 240 working days

### I. Background

The United Nations Development Programme (UNDP), acting as an implementing agency of the Global Environment Facility (GEF), is providing assistance to the Ministry of Environment of the Republic of Moldova in implementation of the GEF Medium Sized Project (MSP) “Mainstreaming Biodiversity Conservation into Moldova’s Territorial Planning Policies and Land-Use Practices” (BD mainstreaming project).

Despite the Government’s reform efforts, the spatial/territorial planning framework is facing two types of barriers: (i) inadequate planning and enforcement framework and (ii) inadequate demonstrated experiences in spatial planning and biodiversity-compatible land management practices.

Against this background, the BD mainstreaming Project will be addressing the gaps in land planning and enforcement systems through development of relevant regulations, standards and legislation to accommodate biodiversity conservation objectives while the gap of limited coordination across sectors will be addressed by establishing a multi-stakeholder committee which will ensure a unified approach in the development, implementation and enforcement of land-use plans from the different ministries and departments. In addition, a monitoring system will be emplaced among the various regulatory agencies, assigning responsibilities based on comparative advantage, in order to evaluate acceptable limits of change in biodiversity-important areas. The gap of inadequate demonstrated experiences in spatial planning and biodiversity-compatible land management practices will be tackled through development and testing of biodiversity-compatible district spatial (land-use) plans in 2 districts of Moldova, relying on cross-sectoral working groups, GIS technologies for biodiversity mapping, identification of sites of conflict between biodiversity and human activities and others.

Overall, the objective of the project is to mainstream biodiversity conservation priorities into Moldova’s territorial planning policies and land-use practices through two components – the first will focus on modifying the land use planning and enforcement system so that it addresses biodiversity loss, and the second will demonstrate methods for conservation and sustainable use of biodiversity on communal lands outside PAs.

The BD mainstreaming project is implemented as part of a larger biodiversity programme, which includes also UNDP/EU Clima East Project “Sustainable management of pastures and community forests in Moldova’s first National Park Orhei to demonstrate climate change mitigation and adaptation benefits and dividends for local communities”.

### II. Scope of work and responsibilities

BD mainstreaming project is seeking a National Consultant in Communication and PR (hereinafter Consultant) in order to design and support in implementation of the Project's Communication Plan, as well as to ensure visibility of the BD mainstreaming project, including public and media outreach and community mobilization, where needed.

As the BD mainstreaming project and Clima East projects are interlinked, the consultant will be asked to support the visibility and media outreach activities of the Clima East project as well.

The Consultant will report directly to the project manager of the BD mainstreaming project and will work with all other involved international and/or national consultants.

### **Expected tasks**

The key tasks of the consultant are as follows:

- Elaborate and implement a Project's Communication and Visibility Plan;
- Ensure compliance with the UNDP/GEF/EU 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;
- Contribute to the elaboration of communication materials (including but not limited to media monitoring sheets, press releases, scripts for press conferences, briefings and briefing templates);
- Assist with the organization of communication events (press conferences, information and awareness campaigns etc.) in the context of Project activities, including but not limited to: identification of key target groups, development of messages, preparation of event scenarios, etc.
- Support the application of innovative communication tools and instruments, in preparing individual communication activities, including relations with media, organization of events and use of social media (Facebook, Twitter, UNDP corporate website, LinkedIn etc.);
- Coordinate the communication and visibility aspects of the "Grants Programme for pasture restoration and afforestation of degraded lands" implementation, assist the grantees (about 4 LPAs and 2 Forest Enterprises) 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;
- Maintain and update when needed the Project's profile on UNDP website, on electronic platform [www.biodivesitate.md](http://www.biodivesitate.md) and other available e-platforms (Facebook, Twitter, [www.green.gov.md](http://www.green.gov.md), etc.), with information on the project activities, developed studies and reports and other relevant information;
- Collaborate with all relevant stakeholders and mass-media outlets throughout the whole period of assignment;
- Maintain the project calendar of events;
- Prepare periodical reports on communication/media activities and contribute to the Project's reporting in part of communication and visibility issues;
- Submit narrative and activity reports
- Other tasks as may be required by the project manager.

### **III. DELIVERABLES, ESTIMATED WORKLOAD AND TIMEFRAME:**

The assignment should be carried out within a period of July 2015 – December 2018, not exceeding 240 working days.

	<b>Deliverable</b>	<b>Deadline and workload</b>
1	Project's Communication and Visibility Plan elaborated and submitted for approval	July 30, 2015,
2	Maintain and update the Project's profile on all available electronic platforms: (UNDP website; <a href="http://www.biodiversitate.md">www.biodiversitate.md</a> ; Facebook, Twitter etc.)	Monthly
3	Contribution to the project public events provided, through press releases, briefings, scripts, event scenarios (for at least 12 major events, including but not limited to: Project launching, Biodiversity Day, Environment protection day, EU Day, Grants awarding ceremony, etc.)	December 10, 2018
4	Communication and Media products delivered (including, but not limited to: booklets, banners, TV and radio programmes, websites, etc.)	December 10, 2018
5	Contribution to organization and facilitation of 14 training sessions for project beneficiaries	December 10, 2018
6	Support for preparation of analytical briefs, talking points and public appearances of UNDP representatives	December 10, 2018
7	Concepts for at least 4 publications (lessons learned from project activities)	March 30, 2018
8	Periodic narrative and activity reports submitted	Monthly
9	Final narrative report submitted	December 15, 2018

All deliverables shall follow UNDP/GEF/EU visibility guidelines and shall be endorsed by the BD mainstreaming/Clima East Project Manager.

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

#### **Management Arrangements:**

Consultant will work under the overall guidance of the BD mainstreaming/Clima East Project Manager, in coordination with the Ministry of Environment of Moldova and UNDP Communication Specialist. The Contractor will report to the UNDP BD mainstreaming/Clima East Project Manager.

#### **Inputs:**

The BD mainstreaming will provide the Consult with working space, access to Internet, printer and telephone landline. The project staff will provide the Consultant with the information and materials available for the fulfillment of tasks, facilitate meetings and provide other reasonable logistic support where necessary.

#### **Financial arrangements:**

Payment will be done on quarterly basis based on the received Monthly report on preformed activities, which should be approved and certified by the Project Manager, and UNDP Portfolio Manager, that the services have been satisfactorily performed.

### **IV. QUALIFICATIONS AND SKILLS REQUIRED**

#### **Academic Qualification:**

- University Degree in Journalism, Communication/Media Studies, international relations or other closely related field.

**Experience:**

- At least five years of professional experience in communication at the national and local level, including experience in media relations
- Extensive experience in developing and implementing media/communications strategies and plans, including organizing awareness campaigns.
- Good knowledge of the government institutions and PR agencies, news agencies in Moldova and abroad
- Experience in applying communications tools and techniques, including analysis and use of research data
- Knowledge of environment issues would be an asset
- Experience in similar positions in a UNDP and/or other international projects are an advantage.

**Competencies:**

- Good oral communication skills and conflict resolution competency to manage inter-group dynamics and mediate conflicting interests of varied actors.
- Excellent written communication skills, with analytic capacity and ability to synthesize project outputs and relevant findings for the preparation of analytical documents.
- Ability to achieve results and deadlines in a timely manner, maintaining a high standard throughout.
- Builds strong relationships with clients, focuses on impact and result for the client and responds positively to feedback.

**Language requirements:**

- Fluency in oral and written English, Romanian and Russian

The United Nations Development Programme in 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.