
TERMS OF REFERENCE

Individual high-level coaching of women parliamentarians on diction and public image

Duty station:	Chisinau, Moldova
Reference to the project:	"Enhancing Women's Political Representation through improved capacity and enhanced support in Moldova"
Contract type:	Individual Contract (IC)
Expected workload:	210 working hours
Duration of the assignment:	July 2015–April 2016

A. 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. It will also seek to promote increased public awareness of women's contribution to political leadership. The proposed programme will support the realization of women's rights and commitments undertaken by the Government of Moldova.

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.

The programme consists of two inter-related components, and each UN Agency is responsible for the implementation of activities under particular areas of intervention. UN Women will be responsible for the overall programme implementation, and will be leading the specific parts related to the election legislation review and high-level advocacy for Temporary Special Measures (TSM), media capacity development, capacity of CSOs and women candidates, work with the communities and women on identifying their needs, among others. UNDP's area of responsibility is 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) with a focus on enhancing capacities of the Election Management Bodies on gender responsive electoral management and on strengthening capacities of elected women parliamentarians and councillors for performing the elected official's duties.

B. Specific context

A series of enhancing capacities activities has been delivered for newly elected women members of Parliament on parliamentary rules and regulations, procedures and a know-how on manoeuvring inside the parliamentary sphere in order to facilitate their rapid engagement in the work of the factions and Committees, etc. In addition to the procedural and normative skills, women MPs, in particular those with no previous parliamentary experience, received trainings on effectively communication within the Parliament, including with men, women from their own, and other parties, especially on advancing gender equality issues.

The proportion of women in politics and decision-making bodies remains far below than the international targets. A series of recent efforts, such as gender mainstreaming work in the Parliament by UNDP Democracy Programme, contributed to an increase of women candidates (+3% compared to 2010 parliamentary elections), their placement on the party lists (+ 4% in top 20) and the share of women elected in the Parliament (21%, or +2, 2%) compared to 2010. Related to the Republic of Moldova commitment to have at least 30% women's representation in the Parliament, the results obtained after Parliamentary elections held on 30 November 2015 demonstrates the lack of political will to promote more women in politics.

One of the reason of women's under-representation in politics represents the perception of society regarding the women as leaders. According to the public opinion poll realized by the Center "Partnership for Development", even the neutral attitudes regarding the gender is predominant, anyway men are more preferred for the leading position.¹

The society perception related to women in decision-making position can be changed as a result of improving the image of actual women MPs. Building and promoting a positive and consistent personal image, mastering eloquent speech and public speaking techniques will increase the women MPs self-confidence, as well as will make people opt for more women in politics.

Based on the previous experience of "Women in Politics" Programme in providing capacity building activities for women MPs, as well as from bilateral discussions with women MPs, one effective way to work on more sensitive aspects of personal development is through **individual training/ coaching sessions**. This type of capacity building allows participants to open and to interact with the trainer/ coacher without limits and constraints.

In this context, in order to support the development of these particular skills of the women MPs, the UN Programme "Women in Politics Programmes" seeks to contract a national consultant to provide individual coaching in public speaking and communication, personal branding and public image counselling for all 21 women MPs currently in office.

C. Objective

21 women MPs improved their public image and became more confident and eloquent public communicators as result of the individual high-level training sessions provided with Women in Politics support.

D. Tasks and Outputs

In order to achieve the stated objective, the selected national consultant will have to carry out the following tasks, and produce the required outputs as described below:

Namely the Consultant is expected to:

1. Analyze the personal image and public speeches of each of the 21 women MPs selected for the assignment by monitoring them and having a pre-coaching discussion session in order to identify the weaknesses in personal branding;
2. Develop individual high-level training and coaching programs for 21 women MPs in order to develop their personal branding, such as diction, public speaking, communication with media, cross-party communication with men leaders of political parties, personal style, body language, ethics and protocol;
3. Develop coaching materials, including presentations, case studies, practical exercise and handouts to be delivered to each participant;
4. Make pertinent arrangements with the MPs to find suitable time for sessions;
5. Deliver individual coaching for 21 women MPs (10 hours per each woman MP);

¹ "Șanse egale în procesul electora. Studiu de caz: Alegerile parlamentare din 30 noiembrie 2014", CPD, Chișinău, 2014, p. 41

6. Assess the participants reaction and responsiveness to the delivered sessions and make adjustments to the program of coaching depending on the achievements obtained during the assignment and the feedback provided by the trained woman MP;
7. Perform other tasks needed for the successful implementation of the assignment.

E. Deliverables & Schedule of Payment

	Key deliverables:	Tentative Timetable
1.	Preparatory work Analyze the personal image of each of 21 women MPs by monitoring them and having a pre-coaching discussion session in order to identify the weaknesses in personal branding. Develop a detailed work plan for the assignment.	August 31, 2015
2.	Individual training & coaching programs for 21 women MPs submitted to WiP for approval	
3.	50 hours of individual training & coaching delivered Progress report 1 submitted to Programme for approval	October 15, 2015
4.	50 hours of individual training & coaching delivered Progress report 2 submitted to Programme for approval	November 30, 2015
5.	30 hours of individual training & coaching delivered Progress report 3 submitted to Programme for approval	December 4, 2015
6.	40 hours of individual training & coaching delivered Progress report 4 submitted to Programme for approval	February 28, 2016
7.	40 hours of individual training & coaching delivered Progress report 5 submitted to Programme for approval	March 30, 2016
8.	Final report of the assignment developed and submitted for approval	April 5, 2016

All deliverables shall be agreed upon with WiP Programme and be provided in Romanian language. Consultant will also be responsible for provision of coaching sessions in Russian for Russian speaking women MPs.

Institutional arrangements

The Consultant will work under the overall guidance and direct supervision of the WiP Component Manager for substantial and administrative aspects. Deliverables will be approved by UNDP Component Manager.

F. Qualifications and skills required

I. Academic Qualifications:

- University degree in Communications, Public Relations, Philology, Journalism or other related field. Additional certifications in the area of diction, communications, public image will be an asset.

II. Experience:

- At least 3 years of experience in the field of communication and/ or public speaking is required;
- At least 2 years of experience in providing trainings and coaching in communication, public speaking and personal branding to various audiences, including public institutions/public servants, political parties, civil society organizations, etc.
- Proven experience in individual coaching of high-level officials on areas required under the assignment is required.

III. Competencies:

- Outstanding communication, training and coaching skills in areas required by the assignment;

- Highest level of work ethics, diplomacy and discretion;
- Fluent in Romanian and Russian languages.

G. Documents to be included when submitting proposals:

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

- a. Proposal: 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. Aggregated financial proposal (in USD, specifying a total requested amount per working day, including all related costs, e.g. fees, phone calls, transportation, etc.);
- c. Updated Curriculum Vitae (CV) and the duly filled Personal History Form (P11).