



TERMS OF REFERENCE

Job Title:	National communication consultant to support Moldova Social Innovation Hub (MiLab) in the communication, outreach and visibility activities
Type of Contract:	Individual Contract (IC)
Duty Station:	Chisinau, Moldova
Expected workload:	up to 55 working days
Expected duration of assignment:	July – December 2015

BACKGROUND

There is a fast shift taking place in the realm of public policy and development program design around the world. Rise of democracy, spread of new technologies and knowledge, but also shrinking resources of the public and development organizations in the face of increased complexity and interconnectedness of the social challenges, mean that design and implementation of public policies and development programs has seized to be under the exclusive remit of the selected few.

Along with the opening up of the public policy space, the rise of civic activism have changed the way the Governments approach public policy development, service delivery and engage with the citizens. These trends put the Governments under increased scrutiny, leading to more transparency and accountability. Moldovan Government has also sought to ensure more openness and transparency in interaction with public, including through implementation of E-transformation agenda and setting up the on-line Aid Management Platform (AMP). The Government has increasingly looked to tap into expertise and solutions from other sectors and wants to move towards 'networked governance' solutions to the issues it faces daily.

UNDP Moldova itself, through MiLab, has supported national counterparts in embarking on several innovative projects that seek to apply new approaches to engage with citizens and enable people to contribute stronger to the country's development. Some previous examples include: gaming for youth employment; applying behavioral insights for TB treatment; Modern School Open Challenge, etc.

MiLab acts as a multilateral platform serving to engage actors from different sectors (public, private, non-profit, etc.) to seek and experiment with innovative approaches to the society's problems. Its work is structured around three interlinked components, i.e. public services redesign, applying people's solutions, and mainstreaming social innovations. Each component includes specific interventions that may be activated or deactivated depending on the corporate decision and needs of the national counterpart(s).

The **public service redesign component** involves working closely with the focal point/team from the public authority to transfer knowledge, apply design thinking tools, and engage citizens in the process of redesigning specific services.

The **public participation component** includes creating the channels or outlets for engagement, setting the rules, specifying the issues that would engage people to participate in solving them. Also screening the horizon, and subsequently connecting social innovation initiatives with government and private sector counterparts that could enable the implementation of those initiatives.

The **component of mainstreaming social innovation** builds on previous two components and involves promoting design thinking and the principle of co-creating solutions for people with people. It involves reflecting MiLab's activity in virtual spaces, inciting communication on topics of social innovation and organising events to promote social innovation and good-case practices for different stakeholders groups (civil servants, private sector, NGOs, initiative groups, etc.)

OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT

The **national consultant** is expected to provide support to various MiLab interventions 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 which 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 MiLab team;
- 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 Project team.

Key deliverables:

Deliverables	Deadlines
Needs assessment and tailored communication/outreach strategies and action plans developed in the three components described above (up to 6 w/d)	By end of July, 2015
At least 5 tailored press-releases on major events (0.5 w/d per each press-release)	By December 2015
3 written materials (e.g. short blog articles, informative notes or similar) per each component - <i>public service redesign</i> and <i>public participation</i> , disseminated through local media (up to 2 w/d per each material, 6 materials sum up to 12 w/d in total)	By December 2015
Concepts for 2 video/audio/ animated presentation spots developed to promote specific interventions (up to 4 w/d)	By August 2015
Concept of an intensive and targeted awareness campaign on the citizen's platform to report wrongdoings of fiscal and consumer rights protection type	By September 2015

Monitoring of the awareness campaign and the rate of outreach with weekly reporting to MiLab team (up to 5 w/d in total for both tasks)	
At least 3 weekly updates/article posts featuring social innovations on MiLab's Facebook page and 2 updates on twitter (2w/d per month, up to 12 w/d in total)	By December 2015
Develop the concept and organise at least 3 outreach events to promote social innovations among the civil society organisations and initiative groups (3 w/d per each, up to 9 w/d in total)	By December 2015
Assist the Project Team with other tasks that ensure outreach and visibility (up to 4.5 w/d in total)	By December 2015

SKILLS AND EXPERIENCE REQUIRED

Education:

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

Experience:

- At least three (3) years of progressively responsible experience is required at the national or regional levels in communication area;
- Proven experience in developing communication/public relations strategies and action plans;
- Previous experience in development assistance or related work for a donor organization, governmental institutions, NGO/think-tank or private sector / business consulting firm is a strong advantage;

Competencies:

- Strong communication and outreach skills demonstrated by previous employment record and evidence;
- Fluency in both oral and written Romanian, Russian and English is a must. Working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset.
- Excellent writing skills.

Personal qualities:

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

PERFORMANCE EVALUATION

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

ORGANIZATIONAL SETTING

The consultant will work under the supervision of Communication and Outreach Officer. Will meet with the project team twice per week and will provide a monthly report on the work progress. Otherwise the communication will be conducted via email and phone.

FINANCIAL ARRANGEMENTS

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