



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 8 July 2015

Country: Republic of Moldova

Description of the assignment: National Consultant on Coaching the Press-officer of the Equality Council

Project name: Supporting National Human Rights Institutions as per International Treaty Bodies and UPR Recommendations

Period of assignment/services: July 2015 – September 2016 (up to 100 working days)

Proposals should be submitted online by pressing the "Apply Now" button no later than 23:59, 20 July 2015.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: natalia.voronova@undp.org. UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

1. 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

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>

functions in human rights and equality spheres, including in monitoring, documentation, reporting, education, litigation, campaigning, etc.

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.

2. OBJECTIVE:

The main objective is to increase transparency, accountability and visibility of the Equality Council by providing training and coaching to the Equality Council Press Officer.

3. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK:

The scope of work of the National Consultant is training and coaching of the Equality Council Press Officer. In order to achieve the objective the National Consultant will:

- Conduct an assessment of the current activities, capacities and tools used by the Press Officer towards achieving results in his/her duties and responsibilities;
- Develop the guidance for holding press-conferences and press-briefings, news to be published on the Equality Council’s web-site, and templates for press-releases, news to be published on the web-site and responses to the inquiries the Equality Council receives from the mass-media, civil society and other stakeholders;
- Prepare a training plan, based on the assessment for 2015-2016, aimed at capacity building of the Press Officer;
- Implement the training plan by training and coaching of the 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.;
- Identify external (in Moldova and outside) training opportunities for the Press Officer;
- Submit periodic narrative and activity reports;
- Undertake any other related tasks requested on an *ad hoc* basis.

For detailed information, please, refer to Annex 1 – Terms of Reference.

4. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS:

I. Academic Qualifications:

- Master’s Degree or equivalent (5-year university education) in communication, journalism, social sciences, public affairs, media studies or any other relevant field;

II. Years and sphere of experience:

- At least 3 years of experience in provision of communication services, working with media, developing and/or implementing communications action plans, elaboration and implementation of other documents related to public relations;

III. Competencies:

- Proven experience in designing and implementation of capacity building activities;

- Demonstrable experience in applying communications tools and techniques, including analysis of data;
- Extensive experience in drafting communication and awareness raising materials, communication-related 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;
- Responsibility;
- Flexibility;
- Creativity.

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.

5. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS:

Interested individual consultants must submit the following documents/information in English, Russian or Romanian to demonstrate their qualifications:

1. **Cover letter** explaining why they are the most suitable for the work, including a list of assignments and/or analytical documents, reports, methodologies, presentations, capacity building activities, or other task related documents the applicant has elaborated or contributed to;
2. Financial proposal as a **lump sum** in US Dollars, preferably split per each deliverable. For detailed information on travel requirements, please, refer to Annex 1 – Terms of Reference;
3. **Personal information** (as a detailed CV or as a Personal History Form/P11) including records of past experience in similar projects/assignments and concrete outputs obtained, including names and contact details of 3 reference persons.

6. FINANCIAL PROPOSAL:

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The financial proposal shall specify a **total lump sum** amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in instalments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services

specified in the Terms of Reference. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days).

Payment will be made based on achieved deliverables, including a final report submitted to the UNDP Moldova Justice and Human Rights Programme Analyst.

Travel

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

No travel costs are envisaged under this assignment.

7. EVALUATION:

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

- Master's Degree or equivalent (5-year university education) in communication, journalism, social sciences, public affairs, media studies or any other relevant field;
- At least 3 years of experience in provision of communication services, working with media, developing and/or implementing communications action plans, elaboration and implementation of other documents related to public relations.

The short-listed individual consultants will be further evaluated based on the following methodology:

A two-stage procedure will be used in evaluating the candidates:

1. Technical evaluation (max 300 points) – 60%;
2. Financial evaluation (max 200 points) – 40%.

Technical evaluation will be based on a thorough desk review of applications.

Only candidates obtaining a minimum of 70% score of the technical evaluation (at least 210 points) would be considered for the Financial Evaluation.

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) Responsive/compliant/acceptable, and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Criteria	Scoring	Maximum Points Obtainable
<u>Technical</u>		
Master's Degree or equivalent (5-year university education) in communication,	(Master – 20 pts., PhD – 30 pts.)	30

journalism, social sciences, public affairs, media studies or any other relevant field		
At least 3 years of experience in provision of communication services, working with media, developing and/or implementing communications action plans, elaboration and implementation of other documents related to public relations	(3-5 yrs – 30 pts., 5-7 yrs - up to 40 pts., more than 7 yrs - up to 50 pts.)	50
Knowledge of Romanian and Russian languages, English and other languages relevant for Moldova	(Russian, Romanian – 10 pts each, English and other languages relevant for Moldova – 5 pts each up to maximum additional 10 pts)	30
Interview	<p>(Proven experience in designing and implementation of capacity building activities – up to 40 pts;</p> <p>Demonstrable experience in applying communications tools and techniques, including analysis of data – up to 40 pts;</p> <p>Extensive experience in drafting communications and awareness raising materials, communication-related studies and reports – up to 40 pts;</p> <p>Extensive knowledge and experience in the political, social, and cultural issues in Moldova – up to 30 pts;</p> <p>Knowledge of the activity of the Equality Council and challenges it faces in its work – up to 20 pts;</p> <p>Experience in good governance, human rights, transparency, accountability or similar work – up to 20 pts).</p>	190
Maximum Total Technical Scoring		300
<u>Financial</u>		
<p>Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 200$ S – score received on financial evaluation; Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.</p>		200

Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

ANNEXES:

ANNEX 1 – TERMS OF REFERENCE (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS