

## Terms of references

<b>Job Title:</b>	National consultant on communication / Web content manager
<b>Project Reference:</b>	ESCO Moldova - Transforming the market for Urban Energy Efficiency in Moldova by introducing Energy Service Companies
<b>Duration of Employment:</b>	1 August 2015 – 15 December 2016 (up to 100 working days)
<b>Contract type:</b>	Individual Contract
<b>Duty Station:</b>	Chisinau, Moldova

### I. Background

The ESCO Moldova project, funded by the Global Environment Facility (GEF), has an implementation timeframe of 4 years with a budget of 1.3 million US\$ allocated by the GEF and 7.615 million US\$ allocated as co-financing by project partners.

The project objective is to create a functioning, sustainable and effective market of Energy Service Companies (ESCOs) in Moldova by converting existing energy service provider companies into ESCOs, as the basis for scaling up energy efficiency improvements and ultimately climate change mitigation efforts.

The main barriers that the project is trying to address are related to energy efficiency project financing; the eagerness of existing Energy Service Providers to embark on the ESCO business model; institutional barriers at the local level; and EE awareness in the municipal sector.

The ESCO Moldova Project intends to eliminate/address these impediments through the following project components:

1. Green Urban Development Plan is adopted and emission reduction projects are financed and implemented in Chisinau
2. ESCOs are successfully investing in energy projects in the building sector using Energy Performance Contracting modality
3. A Financial Mechanism in form of a Loan Guarantee Fund, is set up and functional, providing financing to ESCOs
4. ESCO(s) are designing, financing and successfully implementing energy efficiency projects using EPC modality in at least one other city in Moldova outside of Chisinau

The low level of public awareness about energy efficient technologies as well as the availability of financing modalities is the reason of limited understanding and acceptance of them from the private business as well as end users sides. In this context, the need to undertake measures for delivering detailed and clear information regarding the on-going projects in the field, technologies used and success stories which would enable the energy end-users of Moldova to accept the energy performance contracting (EPC) and energy services companies (ESCO) is obvious and strongly required.

In this context, the UNDP ESCO Moldova project is seeking to hire a national consultant to support the project in its awareness raising activities, by collecting, systematizing all relevant information about energy performance contracting modality as well as publishing them on a web portal dedicated to the Energy Service Companies and Energy Performance Contracting.

## **II. Scope of work and responsibilities**

The expected output for the national consultant' assignment is to support the project with all communication activities, reflect on a dedicated portal the events, relevant training materials, presentations and news about energy efficiency in buildings as well as relevant information about energy performance contracting modality of financing energy efficiency projects.

### **The Consultant will carry out the following activities:**

#### **Communication and information support**

- Elaborate and implement a 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;
- Elaborate communication materials (including but not limited to media monitoring sheets, press releases, media advisories, news releases designed for the website, 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, Flickr, Instagram);
- 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

#### **Web management:**

- Ensure that the [www.esco.md](http://www.esco.md) website is operational 24/7 and accessible from all locations, different browsers and mobile devices;
- Create, develop and manage the highest level of content quality and accuracy for the website, requires working with content management systems;
- Update and maintain the website content to meet deadlines;
- Ensure that the [www.esco.md](http://www.esco.md) remains on-brand, user-friendly and dynamic with fresh content and copyedit and proofread all web content;
- Utilize the multi-media tools provided within the website's CMS to take full advantage of the website's content development capabilities;
- Contribute to a consistent visual image, including uniform fonts, formatting, icons, images, layout techniques, and modularization;
- Apply consistent graphic design, page layout, templates, banners and logos in accordance with the website design;
- Troubleshoot any problems with the website CMS during the website's initial launch stages;
- Keep the Project management team abreast of new trends and make suggestions for their integration with the website;

- Regularly review user metrics and analytics to report back to the team and to guide decisions about content or structure.
- Create and maintain a Facebook page to engage users to visit [www.esco.md](http://www.esco.md).

#### **Maintain the Photo archive**

- Update and maintain photos of the [www.esco.md](http://www.esco.md);
- Edit taken photos when required;
- Manage the Flickr album of the project on UN corporate account.

#### **Maintain the library of the project**

- Register and keep copies of projects and sector relevant publications;
- Upload the publications on website, slideshare and Issuu.

### **III. Deliverables**

Development and submission of deliverables is estimated to be broken down as follows:

<b>Deliverable</b>	<b>Level of effort / days (estimated)</b>	<b>Deadline</b>
Portal Communication and Visibility Plan developed	6	15 August, 2015
Communication and Visibility Plan implemented	30	Monthly
Webpage maintained	30	Monthly
Communication and visibility advise and support to Project activities provided	24	Quarterly
Final report on communication/visibility issues submitted	10	December, 2016
<b>TOTAL working days</b>	<b>100</b>	

### **IV. Duration and management arrangements**

The Consultant will be appointed in accordance with the provision of the UNDP Individual contract modality. He/she shall report directly to the Project Manager and Communication Analyst about activities and tasks to be carried out for the contract management and payment. The payment for services provided by the Expert will be made according to deliverables completed, and approved by the Project Manager. The effort estimate is 50 working days during 2015.

### **V. Requirements for experience and qualification**

#### **Education:**

University Degree in Journalism, Communication/Media Studies, publishing or other closely related field.

#### **Experience:**

- Minimum 5 years of relevant experience at the national or international level in public relations, communications or advocacy.
- Extensive experience in developing and implementing media/communications strategies and plans, including organizing awareness campaigns;
- Experienced in using computers and office software packages, good knowledge and experience in handling of web-based management systems.
- Experience in similar assignments in a UNDP and/or other international projects are an advantage

#### **Competencies:**

- Excellent written communication skills, with analytic capacity and ability to synthesize project outputs and relevant findings for the preparation of analytical documents;
- Proven ability to manage diverse and complex tasks required;

- Excellent organizational, inter-personal, diplomatic, communication and administrative skills;
- Responsibility and Creativity;
- 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;

**Language Requirements:**

- Fluency in English, Romanian and Russian.

**VI. Documents to be included when submitting the proposals:**

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

1. **Personal CV** including past experience in similar projects and contact details of at least 3 reference persons;
2. **Financial proposal** (lump-sum in USD, specifying a total requested amount per working day, including all related costs, e.g. fees, phone calls etc. );
3. **Cover letter** explaining why the persons are the most suitable for the work.

**VII. References**

Annex 1 - Brief description of ESCO Moldova project components and activities.