



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 16 July 2015

Country: Republic of Moldova

Description of the assignment: International Consultant on communication for the Ministry of Internal Affairs

Project name: Support to Police Reform Moldova

Period of assignment/services: August-October 2015 (up to 65 working days)

Application instructions: Proposals should be submitted online by pressing the "Apply Now" button no later than 23:59, 03 August 2015.

Requests **for clarification only** must be sent by standard electronic communication to the following e-mail: alexei.ghertescu@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 Concept Paper on the Reform of the Ministry of Internal Affairs and its Subordinated and Decentralized Units, in particular, states the need to reform the Ministry of Internal Affairs and its units in a comprehensive manner to bring them closer to the community they serve. While the demands of the population for public services are constantly increasing, the Ministry of Internal Affairs' units are not always meeting these expectations.

The main goal of this activity is to provide the Ministry of Internal Affairs Central Apparatus (Public relations department, General Department of International Relations and European Integration, Internal Protection and Anticorruption Service, etc.), and where applicable other subordinated bodies such as Border Police, General Police Inspectorate, Information Technologies Service, Civil Protection and Emergency Situations Service, Guard Service of the MIA, territorial police inspectorates, with assistance in strengthening the capacities to design and implement activities primarily focused on legislative reform, organizational efficiency, anti-corruption, case management, etc. Embedded advisors will have the advantage of working side by side with beneficiaries, understanding problems first hand and offering practical advice and expertise.

Communication is one of the strategic areas where the capacities of Project beneficiaries needs to be improved in order to strengthen their role in the democratic society, raise the public interest towards their activity, increase public trust, enhance cooperation with national and international partners, as well as with mass-media and general public.

The development and successful implementation of Communication related strategic documents and activities shall form part of the overall reform efforts to ensure that the Ministry of Internal Affairs of the Republic of Moldova is more open, efficient, incorrupt and accessible to all. Moreover, strengthening the

capacities for results oriented communication of project beneficiaries will contribute to the timely access to information by professionals, members of the public, civil society and relevant national and international stakeholders, as well as will increase their transparency, accountability and visibility.

The Ministry of Internal Affairs shall be the main partner for this activity and will provide the necessary conditions of work and information for the embedded advisors.

2. OBJECTIVE:

The main objective is to enhance the institutional communication capacities of the Ministry of Internal Affairs (MIA) of the Republic of Moldova in order to increase its transparency, accessibility accountability and visibility by providing advice and support on effective and active internal and external communication, providing assistance in development and implementation of communication strategic documents and activities.

3. SCOPE OF WORK AND EXPECTED OUTPUT:

In order to achieve the objective it is foreseen that the Consultant will:

- Assist and advise the Public Relations Department of the MIA;
- Conduct an internal and external MIA's and its subdivisions' needs assessment (on conceptual and organizational level) in the field of communication;
- Support MIA and its subdivisions in developing/updating their communication strategies and action plans;
- Ensure the communication strategy and action plan are in line with other national and international strategic and legal commitments;
- Providing training of and the guidance to the MIA's senior management and the highest level commanding personnel on the improvement of their communication skills, including, but not limited to the following areas: content of the messages for the media, communication in crisis situations, press-releases, holding activities jointly organized with the media and civil society;
- Ensure human rights based approach application, gender and minorities mainstreaming throughout the process of the communication strategy and action plan development/update;
- Ensure gender and minorities mainstreaming are visible throughout the strategy and action plan documents;
- Develop communication skills and trainer's skills of MIA's Central Apparatus divisions (press-service, General Department of International Relations and European Integration, Internal Protection and Anticorruption Service, etc.) and its subdivisions: Border Police, General Police Inspectorate, Information Technologies Service, Civil Protection and Emergency Situations Service, Guard Service of the MIA, territorial police inspectorates;
- Support the application of innovative communication tools and instruments, in preparing individual communication activities, including in relations with media, organization of events and use of social media;
- Providing guidance and transfer of expertise to communication staff of project beneficiary in applying agreed upon communication and policy consultation tools;
- Improving the quality and the content of the statements and messages published on the MIA's web-page;
- Collaborate with all relevant stakeholders and mass-media outlets throughout the whole period of the assignment;
- Organize a one-day training for press-officers and one-day training for heads of departments on external communication skills;
- Submit required reports.

4. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

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

II. Years of experience and sphere of experience:

- At least 7 years of professional experience in communication, journalism or public relations;
- At least 5 years of professional experience linked to the provision of policy advice in Communications;
- Proven experience in designing and implementation of public communication strategies, action plans or other documents, including monitoring and evaluation tools;
- Proven experience with participatory consultation processes, media relations, and information campaigns would constitute a strong advantage;
- Advisory experience with senior public sector officials or senior staff of other organisations is a strong advantage;
- Experience in providing consultancy on justice and home affairs areas is a strong advantage;
- Experience in applying communications tools and techniques, including in the analyses and use of research data;
- Proven experience in designing and delivering presentations and training programs;
- Experience in working with law enforcement agencies on similar assignments would be an advantage;

III. Competencies:

- Demonstrated skills in knowledge transfer techniques, such as coaching and mentoring;
- Knowledge of English language;
- Knowledge of Romanian or Russian is a strong advantage;

IV. Personal qualities:

- 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, creativity, flexibility and punctuality.

5. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

1. Technical Proposal:

- a. explaining how applicant responds to each of the qualification requirements and why he/she is the most suitable for the work (particularly providing details on the previously implemented similar projects and assignments and previous experience in the fields related to this consultancy as described in the terms of reference);
- b. providing a brief methodology (max. 3 pages) on how they will approach and conduct the work;

2. Personal information (Personal History Form /P11) including records of past experience in similar projects/assignments and concrete outputs obtained and names and contact details of three reference persons;

3. Financial proposal (in USD, specifying a **total lump sum** amount)

6. FINANCIAL PROPOSAL

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 installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR (including the final narrative report submitted to the UNDP Moldova Justice and Human Rights Programme Analyst). Payments will be performed in 2-3 installments upon the delivery of the outputs specified in the TOR.

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 fees and taxes, travel, per diem and number of anticipated working days).

Travel

All the services under the TOR shall be delivered in the Republic of Moldova. Therefore, travel and stay in Moldova will be required.

All envisaged travel costs (e.g., tickets, accommodation, meals, other relevant expenses) 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.

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 relation or any other relevant field;
- At least 7 years of professional experience in communication, journalism or public relations;
- At least 5 years of professional experience linked to the provision of policy advice in Communications.

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 and interviews with the short-listed candidates.

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
Technical		
Desk review		200
Master's Degree or equivalent (5-year university education) in communication, journalism, social sciences, public relation or any other relevant field	(<i>Master</i> – 20 pts., <i>PhD</i> – 30 pts.)	30
At least 7 years of professional experience in communication, journalism or public relations	(<i>7 years</i> – 30 pts., <i>7-10 years</i> – up to 40 pts., <i>more than 10 years</i> – up to 50 pts)	50
At least 5 years of professional experience linked to the provision of policy advice in Communications	(<i>5 years</i> – up to 30 pts., <i>5-7 years</i> – up to 40 pts., <i>more than 7 years</i> – up to 50 pts)	50
Advisory experience with senior public sector officials or senior staff of other organisations is a strong advantage	(<i>no</i> – 0 pts., <i>to some extent</i> – up to 10 pts., <i>extensive experience</i> – up to 20 pts.)	20
Experience in providing consultancy on justice and home affairs areas is a strong advantage	(<i>no</i> – 0 pts., <i>to some extent</i> – up to 10 pts., <i>extensive experience</i> – up to 20 pts.)	20
Proven experience in designing and delivering presentations and training programs	(<i>no</i> – 0 pts., <i>to some extent</i> – up to 10 pts., <i>extensive experience</i> – up to 20 pts.)	20
Experience in working with law enforcement agencies on similar assignments would be an advantage	(<i>no</i> – 0 pts., <i>to some extent</i> – up to 5 pts., <i>extensive experience</i> – up to 10 pts.)	10
Interview		100
Proven experience in designing and implementation of public communication strategies, action plans or other documents, including monitoring and evaluation tools	(<i>no</i> – 0 pts., <i>to some extent</i> – up to 10 pts., <i>extensive experience</i> – up to 20 pts.)	20
Proven experience with participatory consultation processes, media relations, and information campaigns would constitute a strong advantage	(<i>no</i> – 0 pts., <i>to some extent</i> – up to 10 pts., <i>extensive experience</i> – up to 20 pts.)	20
Experience in applying communications tools and techniques, including in the analyses and use of research data	(<i>no</i> – 0 pts., <i>to some extent</i> – up to 10 pts., <i>extensive experience</i> – up to 20 pts.)	20
Demonstrated skills in knowledge transfer techniques, such as coaching and mentoring	(<i>no</i> – 0 pts., <i>some</i> – up to 10 pts., <i>advanced</i> – up to 20 pts.)	20
Fluent knowledge of English and of Romanian and/or Russian	(English – 10 pts., Romanian/Russian – 5 pts. each)	20
Maximum Total Technical Scoring		300
Financial		
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.		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 REFERENCES (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS