



*Empowered lives.  
Resilient nations.*

## TERMS OF REFERENCE

- A. Job Title:** International Consultant on communication for the Ministry of Internal Affairs
- B. Duty Station:** Chisinau, Republic of Moldova
- C. Project reference:** Support to Police Reform in Moldova
- D. Contract type:** Individual Contract (IC)
- E. Duration of assignment:** up to 65 working days during August – October 2015

### F. 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 project seeks to further strengthen the capacities of national stakeholders in specific areas with the focus on the tangible and visible results both for the target groups involved and the broader public. The project will also address activities that are equally important for a steady progress in the implementation of the police reform, but which have not received the relevant attention yet.

The main goal of this activity is to provide the Ministry of Internal Affairs, and where applicable other subordinated bodies such as Boarder Police, General Police Inspectorate, Information Technologies Service, Civil Protection and Emergency Situations Service, 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.

### **G. 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.

### **H. Scope of work and expected outputs:**

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 press-service and its subdivisions: Border Police, General Police Inspectorate, Information Technologies Service, Civil Protection and Emergency Situations Service, 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;
- Collaborate with all relevant stakeholders and mass-media outlets throughout the whole period of the assignment;
- Submit required reports.

### **I. Deliverables:**

| #  | Deliverable   | Deadline       |
|----|---|----------------|
| 1. | Communication needs assessment, including current outreach activities, tools and capacities conducted, updates to the MIA and its subdivisions communication strategies and action plans proposed | August 2015    |
| 2. | Senior management and the highest level commanding  | September 2015 |

|    |   |  |
|----|---|--|
|    | personnel trained in communication  |  |
| 3. | MIA's press-service and press-services of its subdivisions trained in communication | October 2015                             |
| 4. | Transfer of knowledge and coaching ensured  | Throughout the assignment period         |
| 5. | Monthly progress reports submitted  | By the 5 <sup>th</sup> day of each month |
| 6. | Final narrative report submitted  | 05 November 2015                         |

Deliverables can be amended or specified for the purpose of the assignment.

Payment will be made monthly upon the submission and approval of the progress report by the UNDP and the representative appointed by the beneficiary institution.

#### **J. Organizational Setting:**

This is a full-time consultancy. Ministry of Internal Affairs is the main beneficiary of this consultancy. The International Consultant will be based within the MIA's premises and will work under the general guidance of the MIA's senior management and in collaboration with the MIA communication staff – for substantive aspects of the assignment, and under the direct supervision of the UNDP Moldova Justice and Human Rights Project Manager – for the administrative aspects of the assignment.

#### **K. Inputs:**

The MIA will provide the Consultant with working space, access to Internet, printer and telephone landline. The MIA and the Project staff will provide the Consultant with the information and materials available for the fulfilment of tasks, facilitate meetings and provide other reasonable logistic support where necessary. UNDP Moldova Justice and Human Rights Programme Analyst will provide the National Consultant with the consultations on the human rights based approach, gender and minorities mainstreaming.

#### **L. Confidentiality**

Materials provided to the consultant and all proceedings within the consultancy contract shall be regarded as confidential, both during and after the consultancy. Violation of confidentiality requirements may result in immediate termination of contract.

#### **M. Qualifications and skills required:**

##### **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 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;
- Advisory experience with senior public sector officials or senior staff of other organisations is a strong advantage;

- 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;
- 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.