

TERMS OF REFERENCE

MEBP Communication Consultant, web content manager

Job title:	MEBP Communication Consultant, web content manager
Reference to the project:	"Moldova Energy and Biomass Project"
Contract type:	Individual Contract (IC)
Timeframe:	October 2015 – November 2017
Expected Workload:	300 days of consultancy

A. BACKGROUND and CONTEXT OF THE ASSIGNMENT:

The Moldova Energy and Biomass Project aims to contribute to a more secure, competitive and sustainable energy production in the Republic of Moldova through targeted support to the most viable and readily available local source of renewable energy, namely biomass from agricultural wastes.

The first phase of the Project was implemented by UNDP during 2011-2014. However, in the context of a clearly identified need to further support the consolidation of the emerging biomass market in the country, the European Union allocated additional 9.46 million EUR funding to the project, in the framework of the Eastern Partnership Integration and Cooperation (EaPIC) programme. Therefore, as of December 2014 the project entered into its second phase with an extension timeframe until November 2017. The main objective of the project phase II is to scale up the successful activities and extend them to so far not covered or underrepresented regions, specifically Transnistria, Gagauzia and Taraclia, and to support the further consolidation of the Biomass market.

In order to promote the biomass based energy and to ensure the transparency and visibility of project programmes (new phase) the project is seeking to hire a communication consultant to support the project in its awareness raising activities, by collecting, systematizing all relevant information in the field and develop the content for a set of communication materials in order to stimulate the biomass market development through broad access to information.

B. SCOPE OF WORK AND RESPONSIBILITIES:

The main objective of the assignment is to develop and continuously update the content of following communication materials and tools:

- www.biomasa.md: develop and maintain the content for the project web page according to the new project mandate and to the new web design
- **Business-to-Business and Business-to-Consumers (B2B & B2C) web platform**: to develop the content for the integrated web platform meant to deliver reliable, multidimensional information for both consumer and producer sides, and to facilitate sales of biomass fuel, biomass boilers and equipment by information exchange

- **Project newsletters:** to develop the content for the project newsletter (news, interviews, success stories)
- **Project Facebook page:** to develop the concept, create, promote and update the project FB page.

In order to achieve the stated objective, the consultant is expected to perform the following tasks:

Web management:

- Extensive and in-depth research of project activities and results to synthesize the project data
- In close coordination with experts in Renewables and Energy Efficiency, create, develop and manage the highest level of content quality and accuracy for the websites to be developed by MEBP : www.biomasa.md and B2B & B2C web platform.
- Update regularly the websites content
- Ensure that the project web pages (B2B & B2C web platform and www.biomasa.md) remain on-brand, user-friendly and dynamic with fresh content
- Proofread all the materials published on the web pages
- Use the multi-media tools provided within the website's CMS to take full advantage of the website's content development capabilities
- Keep the Project management team abreast of new trends and make suggestions for their integration with the website

Social media management:

- Develop the concept and the content for the Biomass Project Facebook page
- Create and ensure maintenance of the project Facebook page
- Write, edit and manage social media content to engage audiences on social media platform

Newsletter content (periodicity: every two months)

- Improve the structure of the newsletter (by adding topics like Interviews, Success Stories, National & International news & developments in the field etc.)
- In coordination with the Project Communication Officer elaborate the content of the newsletter: stories, news, interviews about the projects' most important achievements
- Provide the content for the newsletter in Romanian
- Supervise and coordinate the layout/design of the newsletter (RO, RU, EN)

C. DELIVERABLES and TIMEFRAME

Deliverable	Level of effort / days (estimated)	Deadline / Periodicity
Facebook page concept, content and schedule of placements for first month provided	5 working days	20 October 2015
Development and integration of core content into the new www.biomasa.md webpage	20 working days	25 December 2015
Development and integration of core content into the B2B & B2C web-portal	20 working days	25 December 2015
Newsletter development – content writing, design, coordination, etc.	5 days per newsletter	Bi-monthly
Facebook page maintenance ensured	3 days per month	Daily
www.biomasa.md webpage update and maintenance	2 days per month	Daily
B2B & B2C web-portal update and maintenance	2 days per month	Daily
Report on the activities carried out within the assignment	1 day per month	Monthly
TOTAL working days		

D. MANAGEMENT ARRANGEMENTS:

The consultant will work under the guidance and direct supervision of the Project Communication Officer and Energy Efficiency Agency management team. The consultant will be expected to have constant communication with MEBP project staff and frequent meetings as well as travel to projects locations outside Chisinau to collect necessary information. Transportation for all envisaged travels will be provided by MEBP.

E. QUALIFICATIONS AND SKILLS

Education:

- University degree in communications, journalism, philology, closely or other related field

Experience:

- Minimum 7 years of professional experience in public relations/communications/ journalism;
- Extensive experience in writing publications, magazines, human stories, developing communication materials, implementing media/communications strategies and plans
- Experience in similar assignments in a UNDP and/or other international projects are an advantage

Competencies:

- Excellent written communication skills, ability present information logically, clearly and concisely;
- Effective communication skills, ability to think creatively to develop and implement innovative solutions in a challenging environment;
- Proven ability to manage diverse and complex tasks required. Ability to achieve results and meet strict deadlines in an effective manner, maintaining a high quality standard throughout;
- Very good knowledge office software packages, ability of handling web-based and social media platforms;
- Proven understanding of Renewable Energy sector and Biomass field specifically, is in asset
- Excellent organizational, inter-personal skills.
- 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:

- Excellent command of Romanian. Good command of Russian and English.

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.