

TERMS OF REFERENCE

Job title:	National Consultant on communications
Duty station:	Chisinau, Moldova
Reference to the project:	"Improving the quality of Moldovan democracy through parliamentary and electoral support"
Contract type:	Individual Contract (IC)
Expected duration of the assignment:	12 months (up to 120 working days)
Starting date:	October, 2015

I. Background

UNDP Moldova Programme "Improving the Quality of Moldovan Democracy through Electoral and Parliamentary Support" (further referred to as "Programme") is a multi-year institutional development project that aims to support the institutional consolidation of the Moldovan Parliament and Moldovan Central Electoral Commission (CEC) towards their increased transparency, accountability and efficiency.

As regards Parliamentary component, the Programme is focusing on improving of the legislative, oversight and representation functions of the Parliament. The Programme also assists the Parliament to increase the participation of civil society and citizens in policy making and oversight processes. It also builds the capacities of Members of Parliament in budget understanding, development and monitoring of its implementation.

In relation to the Electoral support, the overarching goal of the electoral component of the Programme is improvement of the democratic and governance processes in the Republic of Moldova through organization and conduct of democratic elections, conducted in line with best international standards and practices, fully representing the will of Moldovan people. Among the Programme objectives is to support the CEC and the electoral administration at regional and local levels to deliver inclusive and professional elections, gender and human rights mainstreamed.

II. Scope of work and expected outputs

The expected output for the national consultant's assignment is to ensure visibility of the Programme and manage all aspects of awareness raising and communication, in full compliance with the applicable UNDP visibility guidelines and rules, including through implementation of the Programme's communication strategy, development and dissemination of information, promotion materials and handouts working with programme's beneficiaries to ensure synergy in communication about the achieved results of the Programme.

In order to achieve the stated objective, the Consultant will have the following responsibilities:

- Take lead on the implementation of the Programme's Communication and Visibility Plan in close partnership with Parliament and CEC;
- Ensure compliance with all corporate rules and regulations of UNDP in the field of communication and visibility promotion and reporting;
- Identify and maintain close cooperation and communication with both print and electronic media and other media outlets, e.g., web portals;
- Provide communication and visibility support to all Programme's activities where necessary;

- Coordinate the communication and visibility aspects of the Grants Programme 2015-2016 implementation. Assist the grantees in any communication and visibility issues, drafting and publication of success stories, work with them to ensure Programme and donors' visibility, as well as supervise the application by the sub-grantees of the visibility guidelines and rules;
- Ensure and maintain cooperation/liaison and information with the UN communication unit, develop and provide information, press releases and news about the Programme implementation for the UNDP website;
- Maintain the Programme's event calendar and insert regularly updates into UNDP event calendar;
- Maintain and update when needed the Programme's profile on UNDP website;
- Promote the Programme's result using social media (Facebook, Twitter etc.);
- Prepare information about the Programme's most important achievements to be disseminated through the national media, as well as local and/or regional websites;
- Respond to requests for inputs from UNDP, the beneficiary institutions with respect to communication and visibility aspects of the Programme;
- Prepare periodical reports on communication/media activities and contribute to the Programme's reporting in part of communication and visibility issues;
- Develop a brochure on Programme's targets and achievements;
- Developing monthly progress reports on the performed activities;
- Undertake any other related tasks requested on an ad hoc basis.

III. Deliverables and Timeframe

Nr.	Deliverables	Tentative timeframe/deadline
1.	Programme's Communication and Visibility Plan developed and submitted for approval	By 29 October, 2015
2.	Communication and Visibility Plan implemented	By October, 2016
3.	Contribution to the programme's public events: issuance of press releases, briefings, scripts, event scenarios, promotion on social media networks, taking and editing photos.	
4.	Communication and Media products delivered (including but not limited to: booklets, brochures, newsletters, blog posts)	
5.	Support for preparation of Programme related analytical briefs, talking points and public appearance of UNDP or beneficiary representatives	
6.	Monthly Progress Reports on the performed activities developed	Monthly

All communications and documentation related to the assignment will be in English and Romanian. The Programme will provide consultant with working space, access to Internet, printer and telephone line. Before submission of the deliverables, the consultant will discuss the draft documents with the parties involved (i.e. Parliament, CEC, UNDP and other stakeholders) so that final products reflect their comments.

This is a part-time consultancy. The timeframe for the work of consultant is planned for October 2015 – October 2016.

Management Arrangements: The consultant will work under the guidance of UNDP Parliamentary and Electoral Specialists for substantive aspects of the assignment with inputs from the Senior Project Officers. The consultant will report to the Programme Manager of UNDP Democracy Programme and also all the deliverables will be finally approved by him.

Financial proposal: The financial proposal should specify the daily fee. Payments are made to the Individual Consultant based on the number of days worked.

IV. Qualifications and skills required:

I. Academic Qualifications:

- University degree in Public Relations, Communication, Journalism or other relevant field.

II. Experience and knowledge:

- At least 3 years of working experience in working with the media, developing and implementing media/communications, visibility and awareness raising campaigns;
- At least 2 years of work experience in drafting communication and awareness raising materials, writing articles, press releases, interviews and other communication products;
- Experience in similar positions in an UNDP and/or EU-funded project or other international organisation is an advantage;
- Experience in communication with different categories of people, including public officials, mass media and NGO representatives is an asset;

III. Competencies:

- Knowledge of the government institutions, NGOs and donors working in the area, mass-media outlets and PR agencies;
- Knowledge of human rights issues, including torture issues
- Excellent written communication skills, with analytic capacity and ability to synthesize project outputs and relevant findings for the preparation of analytical documents;
- Capacity to build strong relationships with clients, focuses on impact and result for the client and to respond positively to feedback;
- Fluency in Romanian, Russian and English languages.

IV. Personal qualities:

- 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.

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.

V. Documents to be included when submitting the proposals:

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

1. Proposal:
 - Explaining why they are the most suitable for the work including past experience in similar assignments;
 - Providing a brief information on each of the above qualifications, item by item and a brief methodology on how they will approach and conduct the work (if applicable);
2. Financial proposal (in USD), specifying a fee per day and total requested amount including all related costs, e.g. fees, per diems, travel costs, phone calls etc.;
3. Duly filled in and signed Personal History Form (P11) and at least 3 names for a reference check.