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TERMS OF REFERENCE

National Consultant on Media and Communication for Transnistria

Job title:	Communication Consultant to assist Moldova Energy and Biomass Project in implementation of the communication & visibility campaign in Transnistria
Reference to the project:	"Moldova Energy and Biomass Project" (phase II)
Contract type:	Individual Contract (IC)
Timeframe:	October 2015 – November 2017
Expected Workload:	22 working days in 2015/ (up to 150 days in 2016-2017)

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, with the main objective to leverage the successful activities and extend them to so far not covered or underrepresented regions, specifically Transnistria, Gagauzia and Taraclia, and to support further consolidation of the biomass market in the country based on the experience and lessons learned in the first phase.

During the project's second phase, the successful integrated communication approach including both outreach communication actions (video/audio spots, TV/Radio materials, press articles, posters, brochures) and interpersonal communication through direct contact with the target groups and mobilization of communities, will be continued.

For the left bank of the Nistru river a specific communication and media activities will be carried out in order to create a positive attitude for the biomass based energy, to increase the number of supporters for the use of renewable energy and to increase the involvement level of the community, fuel and technical equipment suppliers in switching to the biomass based technologies.

In order to ensure the success of the communication activities in the left bank of the Nistru, Moldova Energy and Biomass Project seeks to hire a media and communication consultant for Transnistria.

B. OBJECTIVE OF THE CONSULTANCY:

The main objective of the assignment is to develop and oversee the implementation of a communication and visibility campaign/activities in the Transnistria in line with EU/UNDP visibility guidelines throughout the duration of the Moldova Energy and Biomass Project (2015- 2017). Provide proactive support to the Programme team and its beneficiaries in order to publicize as much as possible the activities of the Programme in the region in close coordination with the project Communications Officer and Community Engagement and Outreach Project Officer.

KEY RESPONSABILITIES:

The Media and Communication Consultant will be responsible for the communication and visibility of the Moldova Energy and Biomass Project in the left bank of the Nistru and shall perform the following tasks:

- Develop a Communication Action Plan for the region. The document should include an overview of the main communication goals, impact objective(s), target audience, communication components to be addressed, communication activities and tools to be developed, monitoring and evaluation indicators, risks, recommendations, and budget;
- Coordinate and provide support in the implementation of the Communication Action Plan, which will include proposals for awareness raising campaigns and events on the left side of the Nistru River;
- In coordination with the project team ensure continuous access to the information related to the activities of the Moldova Energy and Biomass Project in the left side of the Nistru river;
- In coordination with the Media and Communication Officer write stories, press releases and news about the projects' most important achievements to be placed in local and regional media outlets;
- Promote the Moldova Energy and Biomass Project achievements in the local media outlets by organizing and facilitating interviews with experts, consultants, etc.;
- Ensure and maintain the cooperation and communication with the region's mass-media and other organizations;
- Promote project activities in social media channels: Facebook, Odnoklassniki etc;
- Collect factual information and prepare photographic materials from field visits in order to draw up additional informative materials on the implementation of project activities in coordination with the project team;
- Ensure media monitoring of all public media content in relation to project activities in the left bank of the Nistru river on a regular basis, or upon request;
- Organize press-trips for media representatives from the target region in order to ensure high visibility and coverage of project events/activities in coordination with the Programme team;
- Provide support in preparing analytical briefs, talking points and public appearances of UNDP/EU representatives to ensure improved and better targeted formulation of messages with regard to confidence building activities and visibility of the Moldova Energy and Biomass Programme;
- Participate in communication meetings related to the activities;
- Elaborate and submit regular reports at agreed periodicity and reporting format.

The consultant will perform other tasks as assigned by MEBP in coordination with the MEBP Communication Officer and with Community Engagement and Outreach Project Officer.

DELIVERABLES and TIMEFRAME

Deliverable/milestone	Indicative timeframe
Communication Action Plan for Transnistria developed	30 November, 2015
Effective coordination of communication campaign and activities provided	Monthly
Communication and media products delivered	Monthly
Support for the preparation of analytic briefs, talking points and public appearance of EU/UNDP representatives	Monthly
Ensure the visibility of the Moldova Energy and Biomass Project activities	Monthly
Media monitoring report developed	Monthly

Progress reports	Every two months
Final report	End of assignment

MANAGEMENT ARRANGEMENTS:

Organizational Setting: The consultant will work under the guidance and direct supervision of the Project Communication Officer and of the Community Engagement and Outreach Project Officer.

QUALIFICATIONS AND SKILLS

Education:

- University degree in communications, media, development or related field.

Experience:

- A minimum of 5 years of professional coordination/ public relations/communications/ journalism experience
- Experience in the coordination and administration of communication activities in an international organization or non-governmental organization would be an asset
- Proven experience in working with media from the left bank of the Nistru River.

Competencies:

- Excellent 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. Ability to achieve results and meet strict deadlines in an effective manner, maintaining a high quality standard throughout
- Outstanding drafting skills
- Strong coordination and facilitation skills
- Demonstrated Ability to interact with governmental agencies/civil society organizations, good interpersonal skills and organizational proficiency Excellent organizational, inter-personal, communication and administrative skills
- Proven understanding of Renewable Energy Sector and Biomass field specifically is an advantage
- 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 Russian language, including excellent writing skills. Knowledge of English and Romanian will constitute an advantage.

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 equally encouraged to apply.