

## TERMS OF REFERENCE

**Job Title:** National communication consultant to support Moldova Social Innovation Hub (MiLab) in the communication, outreach and visibility activities

**Type of Contract:** Individual Contract (IC)

**Duty Station:** Chisinau, Moldova

**Expected workload:** up to 10 working days per month (with possibility of extension)

**Expected duration of assignment:** 10 months, March – December 2016

## BACKGROUND

There is a fast shift taking place in the realm of public policy and development program design around the world. Rise of democracy, spread of new technologies and knowledge, but also shrinking resources of the public and development organizations in the face of increased complexity and interconnectedness of the social challenges, mean that design and implementation of public policies and development programs has seized to be under the exclusive remit of the selected few.

Along with the opening up of the public policy space, the rise of civic activism have changed the way the Governments approach public policy development, service delivery and engage with the citizens. These trends put the Governments under increased scrutiny, leading to more transparency and accountability. Moldovan Government has also sought to ensure more openness and transparency in interaction with public, including through implementation of E-transformation agenda and setting up the on-line Aid Management Platform (AMP). The Government has increasingly looked to tap into expertise and solutions from other sectors and wants to move towards ‘networked governance’ solutions to the issues it faces daily.

UNDP Moldova itself, through MiLab, has supported national counterparts in embarking on several innovative projects that seek to apply new approaches to engage with citizens and enable people to contribute stronger to the country’s development. Some previous examples include: gaming for youth employment; applying behavioral insights for TB treatment; EduSoft Hackathon, etc.

MiLab acts as a multilateral platform serving to engage actors from different sectors (public, private, non-profit, etc.) to seek and experiment with innovative approaches to the society’s problems. Its work is structured around three interlinked components, i.e. redesigning public services using Human-Centred Design approach, scanning the horizon for other innovative approaches to governance and mainstreaming social innovation. Each component includes specific interventions that may be activated or deactivated depending on the corporate decision and needs of the national counterpart(s).

The **public service redesign** component involves working closely with the focal point/team from the public authority to transfer knowledge, apply design thinking tools, and engage citizens in the process of redesigning specific services.

The **horizon scanning** component includes experimenting and testing new governance approaches and innovative policy design tools, such as randomize control trials, early warning system, futurescaping and others.

The component of **mainstreaming social innovation** builds on previous two components and involves promoting and reflecting MiLab's activity in virtual spaces, and organizing events to promote social innovation and good-case practices for different stakeholders groups (civil servants, private sector, NGOs, initiative groups, etc.)

## OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT

The **national consultant** is expected to provide support to various MiLab interventions as it regards communication, outreach, various visibility activities and capacity building undertakings through:

- Ensuring the development and implementation of specific communication strategies and plans for each specific intervention under the above-listed components which are under implementation in 2016;
- Ensuring efficient communication on and dissemination of results achieved within each intervention through tailored press releases, written and audio materials, social media, among others; consultant shall ensure dissemination; ensure monitoring and evaluation of the communication and outreach activities through brief narrative reports to MiLab team;
- Strictly observing UNDP standards and practices related to communication and visibility efforts; all developed materials shall be adapted / translated into Romanian/English/Russian depending on the specific requests from the Project team.

### Key deliverables:

Deliverables	Deadlines
Baseline evaluation and tailored communication/outreach strategies and action plans developed for the project (up to 6 w/d)	By end of March, 2016
Monitoring of the awareness campaign on the citizen's platform to report wrongdoings of fiscal and consumer rights protection - Imipasa.md, with weekly reporting to MiLab team (up to 10 w/d)	By May 2016
Support to the outreach efforts for localizing the SDGs targets in Moldova using crowdsourcing tools. (up to 5 w/d in total)	By May 2016
Concepts for 2 video/audio/ animated presentation spots developed to promote specific interventions (up to 4 w/d)	By September 2016
At least 8 tailored press-releases on major events (0.5 w/d per each press-release)	By December 2016
8 written materials (e.g. short blog articles, informative notes or similar) per each month, disseminated through local media (up to 2 w/d per each material, 8 materials sum up to 16 w/d in total)	By December 2016
At least 3 weekly updates/article posts featuring social innovations on MiLab's Facebook page and 5 updates on twitter (4 w/d per month, up to 40 w/d in total)	By December 2016
Monitor the relevant events for outreach and coordinate MiLab's participation to promote social innovations among the civil society organisations and initiative groups (up to 7 w/d in total)	By December 2016

Assist the Project Team with other tasks that ensure outreach and visibility (up to 8 w/d in total)	By December 2016
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## **SKILLS AND EXPERIENCE REQUIRED**

### **Education:**

- Degree in journalism, public relations, social sciences, economics or related areas. Additional training and certification in communication/ journalism is an asset.

### **Experience:**

- At least three (3) years of progressively responsible experience is required in communications, including as public relations specialist, social media account manager or communications consultant;
- Proven experience in developing communication/public relations strategies and action plans;
- Proven experience of developing and conducting online campaigns and building social media presence is an asset;
- Experience in similar assignments with UN and/or other donor organizations is an advantage.

### **Competencies:**

- Proven understanding of online media and new communication trends is a strong asset;
- Very good knowledge of office software packages, ability of handling web-based and social media platforms;
- Fluency in both oral and written Romanian, Russian and English is a must;
- Working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset;
- Excellent writing skills.
- Ability to think creatively, to develop and implement innovative solutions in a challenging environment;
- Ability to analyse, plan, communicate with various stakeholders and present ideas clearly and effectively.

### **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;
- Excellent organizational and administrative skills;
- Excellent communication and teamwork skills;
- Responsibility;
- Creativity;
- Flexibility.

## **PERFORMANCE EVALUATION**

Contractor's performance will be evaluated against timeliness, responsibility, initiative, creativity, communication, accuracy, and overall quality of the delivered products.

**ORGANIZATIONAL SETTING**

The consultant will work under the supervision of the Project Officer. Will meet with the project team once per week and will provide a monthly report on the work progress. Otherwise the communication will be conducted via email and phone.

**FINANCIAL ARRANGEMENTS**

Payments will be disbursed in several installments, upon submission and approval of deliverables, and certification by Alex Oprunenco, UNDP Moldova Policy Specialist, that the services have been satisfactorily performed.