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INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **19 February 2015**

Country: Republic of Moldova

Description of the assignment: National communication consultant to support Policy Analysis Projects' Implementing Unit (PIU) in the communication, outreach and visibility activities

Project name: Policy Analysis, Entrepreneurship and Sustainable Employment Promotion Projects Implementing Unit (PIU)

Period of assignment/services: March – December 2016, 6 months with the possibility of extension

Proposals should be submitted by pressing the "Apply Now" button no later than [March 01, 2016](#).

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: dumitru.vasilescu@undp.org. UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

1. BACKGROUND

Over the last decade or so, the Republic of Moldova has made significant positive progress towards poverty alleviation. However, the progress is far from uniform, with growing disparities between rural and urban settlements. Recent developments indicate that the country will be meeting some of its MDG commitments, particularly in terms of poverty reduction, while will have to make additional efforts for meeting its targets in other areas, in particular health, environment, among others.

The Government of the Republic of Moldova, under its Moldova 2020 Strategy, committed to further promote economic development, support infrastructure improvements, support education sector, and improve access to finance, among others.

Under the current UNPF (2013-2017), the United Nations committed to support the Government and people of the Republic of Moldova in the set priority areas, also pillars of the partnership framework: (a) Democratic Governance, Justice, Equality and Human Rights; (b) Human Development and Social Inclusion and (c) Environment, Climate Change and Disaster Risk Management. Support is directed

towards tackling major development challenges currently affecting the development of the country. However, how to prioritize such challenges? How to address such challenges in an effective and efficient manner, given the existing developmental constraints? What innovative policy and programmatic responses are there available to generate new sustainable jobs, promote employability and entrepreneurship, re-channel remittances towards productive sectors?

To provide evidence-based answers to the above and pilot interventions addressing sustainable human development and inclusive growth, UNDP Moldova has a dedicated Projects Implementing Unit that focusing on: (a) policy analysis, (b) implementation of various joint interventions that would promote entrepreneurship and employability at local level, and (c) promotion of innovations throughout joint interventions for poverty reduction and inclusive growth.

The Implementing Unit is structured on three interlinked components, i.e. policy analysis, employability and innovative entrepreneurship. Each component has specific interventions and sub-components that may be activated or deactivated depending on the corporate decision and needs of the national counterpart(s).

The **policy analysis component** is in charge of: producing regular policy briefs on critical areas where evidence-based analysis is needed to identify options and policy alternatives; development of the National Human Development Reports and related analytical background papers or summaries of in-depth interviews of FG interviews; coordination of the development of other analytical tasks for other components in the Unit;

The **employability component** contains interventions that target skilled unemployed in search for relevant employment of local market and improvement of their soft skills to search for a decent job. Such component is also dealing with promotion of new jobs created in the entrepreneurship component and work with LPAs willing to start-up small-scale career advisory centers or connect to the existing ones.

The **innovative entrepreneurship component** contains interventions for the creation of Business Innovations Lab, of an Innovations fund to support business start-up and business development, financial support instruments to be managed based on UNDP rules and regulations, creation of a Innovations Matching Forum, support to selected LPAs for the revision of the local economic development plans and scaling-up of a seed-money fund to support innovative start-ups at local level.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The **national consultant** is expected to support the PIU Team through providing assistance in planning, development, implementation, monitoring and evaluation of communication, visibility and outreach activities for UNDP interventions under PIU.

For detailed information, please refer to Annex 1 – Terms of Reference.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Education:

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

II. Experience and competencies:

- At least five (5) years of progressively responsible experience is required at the national or regional levels in communication area;
- Experience in writing publications, magazines, human stories, developing communication materials, implementing media/communications strategies and plans;
- Previous experience in development assistance or related work for a donor organization, governmental institutions, NGO/think-tank or private sector / business consulting firm is a strong advantage;
- Social media analytic skills, including knowledge of operation with AdSense, AdWords and Facebook promotion tools, is an asset;
- Strong communication and outreach skills;
- Elementary knowledge of using graphic redactor such as Adobe, Illustrator, is an asset;
- Excellent writing skills;
- Ability to present information logically, clearly and concisely;
- 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.

III. Language Requirements:

- Fluency in both oral and written Romanian, Russian and English is a must.

4. 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 this position;
2. Copies/links to at least three communication materials previously developed (ex: press releases, success stories, blog posts, articles, or other media materials for TV, Radio, Newspapers)
3. Copies of additional obtained certifications/trainings in communication/journalism;
4. Financial proposal;
5. Personal CV or P11, including past experience in similar projects and the contact details of at least 3 reference persons;

5. FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals the financial proposal shall include a breakdown of this lump sum amount (including fee, taxes, travel to join duty station, per diems, and number of anticipated working days).

Travel

All envisaged project related travels through Moldova will be ensured by PIU. In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

6. EVALUATION

Initially, individual consultants will be short-listed based on the following **minimum qualification criteria**:

- Master Degree in journalism, public relations, social sciences, economics or related areas. Additional training and certification in communication/journalism is mandatory.
- At least five (5) years of progressively responsible experience is required at the national or regional levels in communication area;

The short-listed individual consultants will be further evaluated based on the following methodology:

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight – 60% (300 pts);

* Financial Criteria weight – 40% (200 pts).

Only candidates obtaining a minimum of 210 points would be considered for the Financial Evaluation.

Criteria	Scoring	Max. Points Obtainable
<u>Technical</u>		
Master Degree in journalism, public relations, social sciences, economics or related areas. Additional training and certification in communication/ journalism is mandatory.	(Master's – 20 pts, additional training and certification in communication - 10 pts, up to 30 pts.)	30
<u>Interview</u>		
At least five (5) years of progressively responsible experience is required at the national or regional levels in communication area;	(5 years – 50 pts, each additional year of experience – 5 pts, up to a maximum of 80 pts.)	80
Experience in writing publications, magazines, human stories, developing communication materials, implementing media/communications strategies and plans	(limited – < 10 pts, satisfactory - <20 pts, extensive - <40 pts.)	40
Previous experience in development assistance or related work for a donor organization, governmental institutions, NGO/think-tank or private sector/ business consulting firm is a strong advantage;	(no – 0 pts., yes - up to 20 pts.)	20
Social media analytic skills, including knowledge of operation with AdSense, AdWords and Facebook promotion tools, is an asset.	(limited – <10 pts, satisfactory - <30 pts.)	30
Strong communication and outreach skills;	(Up to 10 pts.)	10
Elementary knowledge of using graphic redactor such as Adobe Photoshop, Illustrator or other, is an asset.	(limited – <10 pts, satisfactory - <20 pts.)	20
Fluency in both oral and written Romanian, Russian	(Romanian – up to 5 pts; Russian	20

and English is a must.	– up to 5 pts; English – up to 10 pts)	
Writing test (demonstrated communication skills, ability present information logically, clearly and concisely)		
Outstanding writing skills (grammatical, lexical and semantic aspects)	Occasional mistakes – up to 25 pts. Frequent mistakes – 0 pts.	25
Ability to present information logically, clearly and concisely	Limited <15 pts, satisfactory - <20 pts, extensive- <25 pts.	25
Maximum Total Technical Scoring		300
Financial		
Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 200$ S – score received on financial evaluation; Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.		200

Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

ANNEXES:

ANNEX 1 – TERMS OF REFERENCES (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS