

## CONSULTANT SERVICES PROCUREMENT NOTICE

Date: 2 March 2016

**Country:** Republic of Moldova

**Description of the assignment:** International Communications Consultant

**Project name:** UN Women Moldova

**Period of assignment/services:** April - December 2016

**Technical proposal** and **financial proposal** should be submitted **on-line** no later than **16 March 2016, 23:59 local time**. Requests for clarification only must be sent by standard electronic communication to the following e-mail: [corneliu.eftodi@unwomen.org](mailto:corneliu.eftodi@unwomen.org).

Please notice that this address is for information requests only, please do not send or copy your application package to this address.

UN Women staff will respond in writing or 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 consultants.

### 1. BACKGROUND

UN Women is operational in Moldova since 2010 on the basis of former UNIFEM projects, which were laid and active in the country from 2007. It extended continuous support to the Government of Moldova, to key stakeholders from national and local levels, through various programmes and activities aimed at creating an enabling environment for gender equality, recognized as a prerequisite for sustainable development with a strong and active policy on gender equality.

Starting with 2014, UN Women Country office has been established in the Republic of Moldova to provide continuous support for the Government, UN and Civil Society to promote gender equality and women's empowerment based on the four key strategic areas in Moldova: (i) Women lead and participate in decision-making at all levels, (ii) Women, especially the poorest and most excluded, are economically empowered and benefit from development, (iii) Women and girls live a life free of violence and (iv) Governance and national planning fully reflect accountability for GE commitments and priorities.

Currently, UN Women is implementing the following major projects: Project on Enhancing Women's Political Representation (WiP), Gender Responsive Budgeting (GRB) as part of a regional project, Women Labor Migrant project, as part of a global project. The first project is a joint project with UNDP. These projects are implemented through close inter-coordination at the policy, institutional and local levels in Moldova. The coordination is ensured through joint weekly meetings, coordination and cooperation around the key actions that are supported by the country office team with respect to program and operations functions.

Moldova Country Office is at the initial stage of implementation of the new strategic plan covering the period 2014-2017. This entails number of key momentums, including the completion of current and starting of new programs, raising funds for the new areas of engagement and focus, and implementing new programs, including Women in Leadership and VAWG, GRB, Romani Women, work in Transnistria, Labor Migration, as well as capacity building of CSOs, including in the framework of the CSO Advisory Board.

With the overall aim to support the development and implementation of the Communications Strategy and specific communication plans of the office to increase the visibility and awareness of UN Women in Moldova, the Country Office plans to hire a short-term International Communications Consultant, based in Chisinau, Moldova.

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

Under the overall direction of the Country Representative and the immediate guidance and supervision of the National Programme Officer, the incumbent shall be responsible for the development, management and implementation of a communications strategy aimed at building the public image of UN Women in Moldova, as well as to support and facilitate communication activities as per UN Women Country Office (CO) and respective initiatives and plans.

In close cooperation with UN Women Communication Associate, the staff of other UN Women projects and UN Agencies, Government officials, media, multilateral and bilateral donors and civil society, the international consultant is expected to undertake the following tasks:

- Develop UN Women’s Communications Strategy following the corporate guidelines in close cooperation with UN Women CO and UN Women Communications Specialist in the Regional Office;
- Lead the elaboration of UN Women visibility materials, including UN Women in Moldova brochure, past and current project fact sheets ((JILD, NDS, WEE by areas, GRB, Romani Women, Gender Statistics and Analytical Reports, GRB, UNW within UN, UN Women in Moldova, UN Women and Swedish Government Partnership) with the inputs by the project and in line with corporate publication guidelines and policies;
- Develop a strategy and finalize the concept for the HeForShe campaign and lead its launch in Moldova in line with the corporate rules, guidelines and existing best practices in the Europe and Central Asia (ECA) and other regions;
- Provide guidance and coaching to UN Women Moldova Communications Associate on communications matters. Provide capacity building support to UN Women CO and project staff and partners on Social Media;
- Provide guidance to the UN Women Moldova national Communications Consultant to adequately support the initiatives of UN Women Civil Society Advisory Group, specifically their work on innovation;
- Provide guidance to the Government Committee on Gender Equality (GCGE) and its Secretariat – the Department on Equal Opportunities of the Ministry of Labor, Social Protection and Family (MLSPF) on raising public awareness of gender equality issues, goals and women’s human rights.

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

### **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

#### **I. Academic Qualifications:**

- Advanced university degree in communications, media, journalism, social sciences, public affairs, political science, international relations or relevant field;

#### **II. Years of experience:**

- Minimum 7 years of work experience relevant to the assignment, including at the international level.
- At least 2 years of practical experience of using social media and online communication and media tools.
- Advanced understanding of gender equality and women’s human rights is a must;
- Proficiency in editing and copywriting skills, including articles, reports, social media content, press releases is required;
- Understanding of local context and relevant work experience in Moldova is an asset;
- Familiarity with the UN Communications rules and procedures, experience in developing communications strategies for the UN is a must. Experience working for UN Women is an asset.

#### **III. Competencies:**

Communications abilities, leadership, innovation and teamwork.

#### **IV. Language skills:**

- Fluency in verbal and written English. Knowledge of Romanian would be a strong asset.
- Working knowledge of one or more additional languages relevant for Moldova, including Russian, is an asset.

### **4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

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

- Letter of Intent with justification of being the most suitable for the work, vision and working approach, specifically indicating:
  - Reflection of communication skills and experience

- Skills in using web platforms, specifically social platforms;
- Samples of previous articles, visibility materials developed, and other similar and/or related products.
- Duly filled Personal History Form (P11) and/or CV, including records on past experience in similar projects/assignments and specific outputs obtained;
- Financial proposal (in USD) – specifying an all-inclusive fixed total contract price, supported by a breakdown of costs as per template provided.

## **5. FINANCIAL PROPOSAL**

The financial proposal shall be structured around the specific tasks and key deliverables described in the Terms of Reference. Interested individual consultants must specify a daily fee. Payments are made to the Individual Consultant based on the number of days worked.

## **6. TRAVEL**

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. Generally, UN Women should not accept travel costs exceeding those of an economy class ticket. Should the contractor wish to travel on a higher class he/she should do so using their own resources.

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 contractor, prior to travel and will be reimbursed.

## **7. EVALUATION**

For detailed evaluation procedures please refer to Annex 1- Terms of Reference

## **ANNEX**

### **ANNEX 1 – TERMS OF REFERENCES (TOR)**

### **ANNEX 2 – CONDITIONS OF SERVICE - CONSULTANT**