

## Terms of Reference

### for an International Communications Consultant

<b>Location:</b>	Chisinau, MOLDOVA
<b>Application Deadline:</b>	16 March 2016
<b>Type of Contract:</b>	Contract for Consultant
<b>Languages Required:</b>	English; knowledge of Romanian and/or Russian is an advantage
<b>Starting Date:</b> (date when the selected candidate is expected to start)	11 April 2016
<b>Expected Duration of Assignment:</b>	Up to 60 working days within an 8-months period, out of which up to 30 (thirty) days of work in Chisinau, Moldova and 30 (thirty) days home-based

### Background

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

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.

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.

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.

UN Women places an important emphasis on communicating to beneficiaries and partners its development assistance results, as well as the donors' contribution to their achievement. For this purpose, UN Women Country Office seeks to embark on a series of targeted communications interventions that would showcase the results of programmatic activities and their ultimate impact on beneficiaries.

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.

The expected output for the International Communications consultant's assignment is to provide strategic advice to the UN Women Moldova Country Team on internal and external communication mainly through adjusting the existing communication strategy and providing recommendation for external outreach through traditional and social media.

### **Duties and Responsibilities**

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.

Also, the International Communication Consultant will work in close collaboration 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 to ensure communications and advocacy strategies, media relations and organizational outreach efforts are aligned with corporate communications policies and initiatives. S/he will also collaborate with Regional Office (RO) Communications and Advocacy Specialist to support outreach campaigns, activities and special events organized for UN Women/UN Moldova Country team.

More specifically, the following tasks have to be fulfilled:

- 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. For this, take into account the local communications practices followed within the UN:
  - Conduct communications needs assessments for CO;
  - Elaborate and monitor CO Communications and Advocacy Strategy based on the corporate and regional Communications Strategies;
  - Research best practices in Communications 4 Development and ensure that these practices and strategies are integrated into the Communications and Advocacy Strategy of the office to support the implementation of programmes.
- Lead the elaboration of UN Women visibility materials, including UN Women in Moldova brochure, past and current project fact sheets ((JILDP, 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 UN Women staff making sure they are in line with corporate publication guidelines and policies:
  - Coordination of the development and production of communications materials for awareness-raising campaigns;
  - Support the coordination of interviews with UN Women representatives and experts for media institutions;
  - Coordination of storylines for publications and articles contributing to debates on key development issues and support the production of publications, brochures, press kits and fact sheets;
  - Supervision of publications dissemination;
  - Support the development of success stories that show UN Women's achievements and the impact of its work on women's and girls' lives;
- 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 advice and support to UN Women HeForShe campaign at the country level;
  - Provide support in the organization of joint UN information campaigns;
  - Preparation of inputs for Country Strategic Note, UNPF and other documents.
- 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 coaching and guidance on communication issues;
  - Liaise with UN Women Regional Office and headquarters to make sure social media plans are in sync and supportive of global campaigns;
  - Monitoring the content for the web sites to ensure consistency of the materials;
  - Organize and conduct trainings and workshops on communications for development as appropriate;

- Coordination of submission of timely and high-quality stories to HQ/RO web sites based on corporate requirements.
- 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 in supporting initiatives of UN Women CSAG;
  - Develop innovative ideas to advance the work of the CSAG
- 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.

#### Key Deliverables and Timeframe

The selected consultant shall be responsible for delivering of the following outputs, comprising the main milestones:

No	Deliverables/milestone	Tentative timeframe for completion of task	Percentage of milestone
1	A detailed Work Plan developed and agreed upon with UN Women Country Office	Up to 2 days, within one week from contract date	3.33%
2*	Communications Strategy for 2016-2020 of UN Women Moldova Country Office developed, including report on needs assessment and best practices identified	Up to 15 days	25%
3*	An action plan and guidelines, including technical specifications for production and dissemination of UN Women visibility materials developed and agreed and a report on success stories developed and disseminated	Up to 12 days	20%
4*	A concept and strategy for promoting HeForShe campaign and leading its launch in Moldova	Up to 10 days	16.67%
5*	Based on communications training need analysis, an action plan for capacity building of UN Women CO and project staff and partners on Social media developed and trainings/coaching conducted.  Training handouts and report submitted for at least 2 trainings conducted  Table template to keep track on the UN Women website and social media provided	Up to 10 days	16.67%
6*	Elaborated CSAG communication strategy jointly with CSAG national communication consultant  Handouts and report submitted for at least 2 trainings/briefings for CSAG members in implementing communications initiatives of UN Women CSAG on innovation	Up to 6 days	10%
7*	Developed concept note for the GCGE and its Secretariat on raising public awareness on gender equality issues	Up to 4 days	6.67%
8	Final Report on undertaken activities under the assignment including relevant research, findings, conclusions and recommendations on how to increase the visibility and awareness of UN Women in Moldova	Up to 1 day, by end of the contract	1.67%
	<b>TOTAL</b>	<b>Up to 60 days</b>	<b>(100%)</b>

All the deliverables should be agreed and endorsed by UN Women Country Office management. The timeframe for the work of the International Communication Consultant is tentatively planned from mid-April to mid-December 2016, with an estimated total volume of work not to exceed 60 working days (of which up to 30-days mission in Moldova, tentatively 2 missions of 15 days each), coordinated in advance with the UN Women country office management, upon contracting.

\*- The timing for delivery of items 2-7 is expected to be packaged by the Consultant in close consultation with the UN Women Country Office management during the detailed work plan development stage. It is expected that min

3 deliverables to be submitted by the consultant for one payment, totaling to three payments for the planned contract.

**Note:** *The mentioned number of working days has been estimated as being sufficient/feasible for the envisaged volume of work to be completed successfully and is proposed as a guideline for the duration of assignment. It cannot and shall not be used as criteria for completion of work/assignment. The provision of envisaged deliverables approved by the National Programme Officer will be the only criteria for national consultant's work being completed and eligible for payment/s.*

### Management arrangements

**Organizational Setting:** The Contractor will work under the direct supervision of the National Programme Officer and in close collaboration with UN Women Country Team, and will participate in all working meetings appointed by UN Women.

**Contributions:** UN Women will put at the contractor's disposal all available materials and necessary information for tasks achievement and will facilitate the meetings, as needed.

### Travel

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, 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.

### Performance evaluation

Contractor's performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered.

### Financial arrangements

Payments will be disbursed in 3 (three) installments (tentatively in June, September and December), upon submission and approval of deliverables and certification by National Programme Office and Country Representative that the services have been satisfactorily performed. Deliverables will be contingent to the consultant's proposed work plan and endorsement by UN Women Moldova Country Office management.

### Required Skills and Experience

#### Education:

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

#### Experience:

- Minimum 7 years of work experience relevant to the assignment, including at the international level.
- Excellent understanding and 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;

#### 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.

### Evaluation Procedure

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

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

- At least 7 years of proven relevant work experience and relevant to the assignment, including at the international level;

The short-listed individual consultants will be further evaluated based on a cumulative analysis scheme, with a total score being obtained upon the combination of weighted technical and financial attributes. Cost under this method of analysis is rendered as an award criterion, which will be 30% out of a total score of 500 points.

Evaluation of submitted offers will be done based on the following formula:

$$B = T + \frac{C_{low}}{C} \times X$$

where:

T is the total technical score awarded to the evaluated proposal (only to those proposals that pass 70% of 350 points obtainable under technical evaluation);

C is the price of the evaluated proposal;

C<sub>low</sub> is the lowest of all evaluated proposal prices among responsive proposals; and

X is the maximum financial points obtainable (150 points)

Technical evaluation will be represented through desk review of applications. Interview will be organized if needed only, depending on the short-listed candidates' qualifications.

**A) Technical Evaluation:** The technical part is evaluated on the basis of its responsiveness to the Terms of Reference (TOR).

#	Criteria for technical evaluation	Scoring	Max. points
1	Advanced university degree in communications, media, journalism, social sciences, public affairs, political science, international relations or relevant field;	<i>Master's - 40 pts PhD - 50 pts</i>	50
2	At least 7 years of proven relevant work experience and in particular at the international level	<i>(7 years - 50 pts, each year over 7 years - 10 pts, up to a max of 80 pts)</i>	80
3	Excellent understanding and at least 2 years of practical experience of using social media and online communication and media tools	<i>2 years - 10 pts, each year over 2 year - 5 pts, up to a maximum of 30 pts</i>	30
4	Advanced understanding of gender equality and women's human rights is a must (to be assessed based on the submitted letter of intent)	<i>Max - 50</i>	50
5	Proficiency in editing and copywriting skills, including articles, reports, social media content, press releases is required (to be assessed based on the submitted letter of intent)	<i>Max - 30 pts</i>	30
6	Understanding of local context and relevant work experience in Moldova is an asset (to be assessed based on the submitted letter of intent)	<i>Max - 25 pts</i>	25
7	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	<i>Max - 25 pts</i>	25
8	Excellency in verbal & written English. Knowledge of Romanian would be a strong asset	<i>40 pts - fluency in Eng., 5 pts - knowledge of Rom.</i>	45
9	Working knowledge of one or more additional languages relevant for Moldova, including Russian, is an asset	<i>5 pts for each additional languages relevant to Moldova up to 15 pts</i>	15
	<b>Total Technical Scoring</b>		<b>350</b>

**B) Financial evaluation:**

In the Second Stage, the financial proposal of candidates, who have attained minimum 70% score in the technical evaluation (at least 245 points), will be compared.

## **WINNING CANDIDATE**

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

## **APPLICATION PROCESS AND SUBMISSION PACKAGE**

Interested candidates must submit via online submission system the following documents/ information to demonstrate their qualification:

1. 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.
2. Duly filled Personal History Form (P11) and/or CV, including records on past experience in similar projects/assignments and specific outputs obtained;
3. Financial proposal (in USD) – specifying an all-inclusive fixed total contract price, supported by a breakdown of costs as per template provided.

Please note that only applicants who are short-listed will be contacted.

In July 2010, the United Nations General Assembly created UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women. The creation of UN Women came about as part of the UN reform agenda, bringing together resources and mandates for greater impact. It merges and builds on the important work of four previously distinct parts of the UN system (DAW, OSAGI, INSTRAW and UNIFEM), which focused exclusively on gender equality and women's empowerment.

The United Nations in 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.

### Sample of Financial Proposal

The format shown on the following tables is suggested for use as a guide in preparing the Financial Proposal

A. **Cost Breakdown per Deliverables\***

	Deliverables	# of days and Percentage of Total Price (Weight for payment)	Price, US\$ (Lump Sum, All Inclusive)
1			
2			
3			
4			
	Total	max. # of working days (100%)	US\$ .....

*\*Basis for payment tranches*

B. **Cost Breakdown by Cost Component:**

The Applicants are requested to provide the cost breakdown for the above given prices for each deliverable based on the following format. UN Women shall use the cost breakdown for the price reasonability assessment purposes as well as the calculation of price in the event that both parties have agreed to add new deliverables to the scope of Services.

Description of Activity	Unit of measure (e.g., day, month, etc.)	Unit price, US\$	No. of units	Total Price, US\$
Consultancy fee				
Other related costs (please specify)				