



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: October 08, 2012

Country: Republic of Moldova

Description of the assignment: Consultant on Media and Communication in Transnistria

Project name: "Support to Confidence Building Measures" Programme

Period of assignment/services: 12 months November 2012 - November 2013, 8-10 days per month (with possibility of extension)

Proposals should be submitted by email to vacancies-moldova@undp.org, no later than October 22, 2012.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: olga.vasiliev@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

In early 2012 the UNDP Moldova launched a 3-year "Support to Confidence Building Measures" Programme (SCBM Programme), funded by the European Union and co-funded and implemented by the UNDP Moldova. The overall objective of the Programme is to build confidence between Moldova and the Transnistrian region by promoting economic and social development of communities and involving local authorities, civil society organizations, business community and other stakeholders in joint work.

Specific objectives of the SCBM Programme are:

- To enhance economic development in the Transnistria region and the security zone and contribute to economic rapprochement between the two banks of the Nistru River by promoting cross-river exchanges and expanding the range of catalytic business support services;
- To empower local communities and actors from both sides to participate in collaborative projects addressing pressing development needs and ensure the delivery of essential public services;
- To address common environmental development concerns by creating opportunities and platforms for joint collaboration from both banks;
- To foster civil society development by enhancing the capacity of NGOs to generate activities which promote cross-river collaboration and address key development needs.

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

To prepare and oversee the implementation of a communication and visibility campaign in Transnistria in line with EU/UNDP visibility guidelines, covering activities in the framework of the "Support to Confidence Building Measures" programme. Provide proactive support to the project team and the

project beneficiaries in order to publicize as much as possible the works of the programme in the region in close coordination with SCBM Communications Consultant. For detailed information, please refer to Annex 1 – Terms of Reference.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

- ◆ University degree in public relations, communication or journalism;
- ◆ Five years of experience in working with mass media;
- ◆ Experience in the coordination and administration of communication activities in an international organization or non-governmental organization;
- ◆ Extensive knowledge of the representatives of the authorities, NGOs, mass-media and donors working in the area;
- ◆ Proven experience in working with the Transnistrian media;
- ◆ Effective communication skills with different categories of people, including public officials, mass media and NGO representatives;
- ◆ Excellent self-organisation abilities;
- ◆ Ability to work in a team; initiative, resourcefulness, timeliness;
- ◆ Excellent knowledge of the Russian language;
- ◆ Computer literacy and ability to effectively use office technology equipment, IT tools.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

1. Cover letter, explaining why they are the most suitable for this position;
2. Financial proposal in USD, specifying the daily fee;
3. Updated P11 form, including past experience in similar projects and 3 references.

5. FINANCIAL PROPOSAL

The financial proposal shall be established in USD and specify a total amount per day (including fees, taxes, mobile phone costs etc). Payments are based upon output, i.e. upon delivery of the services specified in the TOR, accepted by the SCBM Project Manager in accordance with the deliverables schedules stipulated in the Contract. In case the assignment involves travelling, the project car will be available to the Consultant upon prior coordination with project team.

6. EVALUATION

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

- University degree in public relations, communication or journalism.
- Five years of experience in working with mass media; experience in the coordination and administration of communication activities in an international organization or non-governmental organization;
- Extensive knowledge of the representatives of the authorities, NGOs, mass-media and donors working in the area; proven experience in working with the Transnistrian media;

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 – 70% (350 pts);

* Financial Criteria weight – 30% (150 pts).

Only candidates obtaining a minimum of 245 points would be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
Technical		
University degree in public relations, communication or journalism.	(Higher education – 20 pts, Higher education +trainings and certificates – 30 pts)	30
At least five years of experience in working with mass media;	(5 years – 30 pts, >5 years – 40 pts)	40
Practical experience in writing stories, press releases; development of communication strategies	(no – 0, yes – 50 pts.)	50
Experience in the coordination and administration of communication activities in an international organization or non-governmental organization;	(max. 40 pts.)	40
Working experience in Transnistria region;	(each year of such work – 10 pts.)	30
Ability to meet deadlines and prioritize multiple tasks, responsibility, initiative, flexibility, capacity to prioritize tasks.	(no – 0, yes – 30 pts.)	30
Fluency in Russian; basic knowledge of English would constitute an advantage.	(Russian – 20 pts; English – 10 pts)	30
Interview (demonstrated knowledge and experience; communication/ interpersonal skills; initiative; creativity/ resourcefulness)	(60 – demonstrated technical knowledge and experience; 15 – communication/ interpersonal skills; 15 – initiative; 10 – creativity/resourcefulness)	100
Maximum Total Technical Scoring		350
Financial		
Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 150$ 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.		150

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