



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 12 August 2016

Country:	Republic of Moldova
Description of the assignment:	Communications, Outreach and Media Consultant
Project name:	OHCHR Moldova
Period of initial assignment:	September – December 2016 (up to 50 days of consultancy)
Expected Period of assignment:	September 2016 – December 2017 (up to 200 consultancy days, subject to extension upon positive accomplishment of the initial assignment)

Proposals should be submitted online by pressing the "Apply Online" button, no later than **22 August 2016**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: violeta.fetescu@one.un.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.

The Office of the United Nations High Commissioner for Human Rights (OHCHR) represents the world's commitment to universal ideals of human dignity. It has a unique mandate from the international community to promote and protect all human rights.

The OHCHR field presence in Moldova, led by the National Human Rights Coordinator, assists the UN RC Office, UN Country Team in Moldova (UNCT), Government and civil society in strengthening human rights and human rights based approaches, working closely with the UN Country Team on capacity building and mainstreaming human rights in their work, as well as providing support in engagement with national actors on human rights, including advising national authorities upon request. Thematic priorities for work are: Countering discrimination, in particular racial discrimination, discrimination on the grounds of sex and gender, religion, disability and against others who are marginalized; Combating impunity and strengthening accountability and the rule of law; Strengthening the effectiveness of international human rights mechanisms and the progressive development of international human rights law and standards.

In particular, the Office's Work Plan for 2016 includes the following programmatic directions aimed at advancing human rights and equality through communications, outreach and work with media:

- 1) Increasing awareness about human rights and equality among general public and mass media, including in minority regions and communities – Gagauzia, Taraclia district, Northern Moldova, Roma communities;
- 2) Developing capacities of mass media institutions and journalists in covering human rights and equality issues, as well as covering issues of general nature in full compliance with principles of dignity and non-discrimination and with the aim of pro-actively breaking stereotypes and

- prejudices about Moldova's vulnerable groups;
- 3) Strengthening the work of OHCHR and UN Country Team around the key campaigns with relevance to human rights and equality, including the annual UN Human Rights Awards campaign culminating in the UN Human Rights Awards Gala in December.

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

Under the guidance of the National Human Rights Coordinator and the National Communications and Campaigns Associate the **overall objective** of the Communications, Outreach and Media Consultant is to support OHCHR and UN Country Team in their communications and outreach, as well as in their work with media, towards substantial advancement of human rights and equality in Moldova.

Summary of Key Functions:

- Substantially assist OHCHR in its communications and public relations, including through Internet and social media;
- Substantially assist OHCHR in its outreach activities concerning human rights and equality, including in minority regions and communities – Gagauzia, Taraclia district, Northern Moldova, Roma communities;
- Substantially assist OHCHR in developing and putting in place its Communications Strategy and Plans for 2016-2017;
- Substantially assist OHCHR in developing (designing and implementing) its programs and projects of work with mass media institutions and journalists;
- Substantially assist OHCHR and UNCT in carrying out the key campaigns with relevance to human rights and equality, including the annual UN Human Rights Awards campaign culminating in the UN Human Rights Awards Gala in December;
- Substantially assist OHCHR and UNCT in further advancing and expanding its internal organizational transformations towards greater inclusion and diversity.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- Degree in journalism, public relations, social sciences, human rights or related areas (advanced degree(s) and/or additional training and certification in communications / media work and/or human rights and non-discrimination is an advantage).

II. Years of experience:

- At least five (5) years of progressively responsible experience in communications, including as public relations specialist, journalist or communications consultant;
- Proven experience in designing and coordinating communications, outreach and/or media programs and campaigns (with relevance to human rights – a great advantage);
- Proven experience of developing and conducting online campaigns and building social media presence is an asset (with relevance to human rights – a great advantage);
- Experience in similar assignments with UN and/or other development partners is an advantage.

III. Competencies:

- Excellent written communication skills, ability present information logically, clearly and concisely;
- Effective communication skills, ability to think creatively to develop and implement innovative solutions in a challenging environment;
- Proven ability to manage diverse and complex tasks required. Ability to achieve results and meet strict deadlines in an effective manner, maintaining a high quality standard throughout;
- Very good knowledge office software packages, ability of handling web-based and social media platforms;
- Excellent organizational, inter-personal skills;

- 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.

IV. Language requirements:

- Fluency in both oral and written Romanian and Russian is a must, knowledge of English – is a great advantage.
- Working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language 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:

1. Proposal:

- (i) Explaining why they are the most suitable for the work including relevant past experience;
- (ii) Provide a brief methodology on how they will approach and conduct the work;
- (iii) Copies of at least three samples of the following documents developed in the past: press releases, success stories, media materials (TV, Radio, Newspapers), links to on-line materials relevant to previous assignments, scripts for press conferences, talking points.

2. Financial proposal;

3. Personal CV including past experience in similar projects and at least 3 references.

5. FINANCIAL PROPOSAL

The financial proposal will specify the daily fee, travel expenses and per diems (if any) quoted in separate line items, and payments are made to the Individual Consultant based on the number of days worked.

Travel:

The Office will provide the transport as needed for work and events outside Chisinau.

All envisaged travel-to-work costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class s/he 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 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:

- Degree in journalism, public relations, social sciences, human rights or related areas;
- At least five (5) years of progressively responsible experience in communications, including as public relations specialist, journalist or communications consultant;
- Excellent command of Romanian and Russian.

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.

Technical Evaluation Criteria	Scoring	Maximum Points Obtainable
Degree in journalism, public relations, social sciences, human rights or related areas	University Degree – 10 pts Master's of higher – 20 pts	20
Professional experience in public relations / communications / journalism	5 years – 30 pts, each additional year – 2 pts; up to max. 50 pts	50
Proven experience in designing and coordinating communications, outreach and/or media programs and campaigns	limited – <0 pts, satisfactory – <15 pts, extensive – <30 pts.	30
Proven experience of developing and conducting online campaigns and building social media presence is an asset	limited – <0 pts, satisfactory – <15 pts, extensive – <30 pts.	30
Experience in similar assignments with UN and/or other donor organizations is an advantage	Yes – 10 pts; No – 0 pts	10
Interview (demonstrated technical knowledge and experience; communication/ interpersonal skills; initiative; creativity/ resourcefulness)		
Effective communication skills, ability to think creatively to develop and implement innovative solutions in a challenging environment	Up to 30 pts.	30
Proven ability to manage diverse and complex tasks required. Ability to achieve results and meet strict deadlines in an effective manner, maintaining a high quality standard throughout	Up to 30 pts.	30
Very good knowledge office software packages, ability of handling web-based and social media platforms	limited – <10 pts, satisfactory – <30 pts.	30
Proven understanding of the human rights environment in Moldova, its sensitivities and challenges	limited – <10 pts, satisfactory – <20pts	20
Writing test (demonstrated communication skills, ability present information logically, clearly and concisely)		
Outstanding writing skills (grammatical, lexical and semantic aspects)	Occasional mistakes – 25 pts. Frequent mistakes – 0 pts.	25
Ability to present information logically, clearly and concisely	limited – <15 pts, satisfactory – <20pts, extensive – <25 pts.	25
Maximum Total Technical Scoring		300
Financial Evaluation Scoring		
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