

CONSULTANT SERVICES PROCUREMENT NOTICE

Date: 15 August 2016

Country: Republic of Moldova

Description of the assignment: UN Women's CSAG Communications Consultant

Project name: UN Women Moldova

Period of assignment/services: up to 289 days during October 2016-December 2017

Technical proposal and **financial proposal** should be submitted **on-line** no later than **15 September 2016, 23:59 local time**.

Requests for clarification only must be sent by standard electronic communication to the following e-mail marina.vatav@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, 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, 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.

UN Women established the Civil Society Advisory Group (CSAG) as a mechanism for regular dialog with the civil society and to advance common goals towards gender equality and women empowerment. Currently the CSAG is comprised of representatives of 25 organizations.

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, including the activities and action plans of the Civil Society Advisory Group (CSAG), the Country Office plans to hire a short-term Communications Consultant, based in Chisinau, Moldova.

The expected output for the Communications consultant's assignment is to provide support to the CSAG on internal and external communication through traditional and social media, as well as coordination of other communication initiatives carried out by CSAG and support to UN Women campaigns such as He for She, 16 Days of Activism against Gender-based Violence, and joint UN campaigns such as Sustainable Development Goals awareness-raising.

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

Duties and Responsibilities

Under the overall guidance and supervision of the National Programme Officer and in cooperation with the National Programme Associate, the Communications Associate, and the International Communications Consultant, the incumbent shall be responsible for the development, management and implementation of a communications strategy aimed at building the public image of UN Women's Civil Society Advisory Group in Moldova and support the achievement of its advocacy objectives, as well as to support and facilitate communication activities of the UN Women Country Office (CO).

The Communication Consultant will work in close collaboration with UN Women Communication Associate, the staff of other UN Women projects and UN Agencies, Government officials and media 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 International Communications Consultant to support outreach campaigns, activities and special events organized by Civil Society Advisory Group.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Education:

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

Experience:

- Minimum 3 years of work experience relevant to the assignment;
- 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;
- Familiarity with the UN Communications rules and procedures, experience in developing communications strategies for the UN would be an advantage.

Language skills:

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

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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.

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 travels shall be coordinated with UN Women Moldova CO management. In the case of unforeseeable travel, payment of travel costs should be agreed upon, between UN Women Moldova CO and the 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