

## Terms of Reference

### for UN Women's CSAG Communications Consultant

<b>Location:</b>	Chisinau, MOLDOVA
<b>Primary Category:</b>	Women's empowerment
<b>Application Deadline:</b>	15 September 2016
<b>Type of Contract:</b>	Individual Contract
<b>Languages Required:</b>	Romanian, Russian and English
<b>Starting Date:</b> (date when the selected candidate is expected to start)	17 October 2016
<b>Expected Duration of Assignment:</b>	up to 289 days during October 2016-December 2017

### 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.

### **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.

More specifically, the following tasks have to be fulfilled:

- Ensure visibility of CSAG initiatives within the country, ensuring preparations of press releases, social media posts, interviews and op-eds for media on CSAG interventions, making sure they are in line with UN Women corporate publication guidelines and policies:
  - Coordination of the development and production of communications materials for awareness-raising campaigns;
  - Support the coordination of interviews with CSAG representatives and experts for media institutions;
  - Coordination of storylines for publications and articles contributing to debates on key issues and support the production of publications and other communications materials;
  - Define guidelines and templates for consistent use of the CSAG name and brand, to raise awareness about its functions and activities in Moldova;
  - Coordination of national debates carried out by CSAG on women's rights and gender equality;
  - Support the development of success stories that show CSAG's achievements and the impact of its work on women's and girls' lives;
- Provide support in the organization of UN Women and joint UN information campaigns:
  - Support the launching of UN Women HeForShe campaign at the country level;
  - Support the launching of UN Women 16 Days of Activism against violence campaign at the country level;
  - Contribute to UN Women Moldova publications and newsletters;
  - Contribute to UN magazine, UN week and UN House open doors as appropriate;
  - Contribute to the UN Sustainable Development Goal awareness raising initiatives.
- Ensure visibility on CSAG initiatives and activities on digital media:
  - Liaise with UN Women communications associate and International communications consultant to make sure social media plans are in sync and supportive of national and global campaigns;
  - Be responsible for the update of the (upcoming) Country Office website and other online platforms for what concerns CSAG activities;
  - Coordinate the submission of timely and high-quality stories to UN and UN Women web sites based on corporate requirements.
  - Manage CSAG social media accounts
- Provide support to the initiatives of CSAG, specifically to their work on innovation:
  - Provide guidance in supporting initiatives of UN Women CSAG;
  - Develop innovative ideas to advance the work of the CSAG.
- Provide support to innovation work by UN Women CO and projects
  - Provide support to innovation and prototype teams

- Support the UN Women CO to communicate about innovation initiatives at the country and regional levels.
- Coordinate the CSAG meetings, activities, debates and other events organized by CSAG.
- Provide support to overall UN Women CO communications work
  - Liaise with UN Women communications associate and International communications consultant to provide support with managing UN Women CO social media accounts and other relevant accounts, such as the facebook group Femei Migrante din Moldova.
  - Assistance to CO maintenance of the internal web-based filing system
  - Provide inputs and support to other communications activities at UN Women CO.

### Key Deliverables and Timeframe

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

No	Activities and Milestones	Tentative timeframe for completion of task
1	Develop a detailed Work Plan for the assignment developed and agreed upon with UN Women Country Office and CSAG	Up to 6 days
2	Develop the CSAG Communications Strategy and Plan including developing guidelines and templates for consistent use of the CSAG brand	Up to 22 days
3	Coordinate the development and production of communications materials for awareness raising campaigns	Up to 20 days
4	Support to UN Women and joint UN information campaigns as well as support to joint UN events and publications	Up to 35 days
5	Coordination of national debates and other communication initiatives carried out by CSAG on women's rights and gender equality	Up to 30 days
6	Coordinate media interviews, develop and disseminate press releases, written articles, success stories in the media on CSAG	Up to 38 days
8	Provide support and guidance to the implementing communications initiatives of UN Women CSAG on innovation.	Up to 20 days
9	Contribute to UN Women country website content and social media promotion of the CSAG, including statistics on social media indicators. Contribute content to UN Women Regional office and global websites.	Up to 23 days
10	Support the UN Women CO to communicate about innovation initiatives at the country and regional levels.	Up to 25 days
11	Coordinate CSAG meetings and activities	Up to 40 days
12	Provide inputs to other UN Women CO communications activities such as development of publications and articles, managing relevant social media accounts, organizing media events, contribute to maintaining the internal web-based filing system among others.	Up to 30 days
	<b>TOTAL</b>	<b>Up to 289 days</b>

**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.

### Deliverables:

All the deliverables should be agreed with UN Women country office management. The timeframe for the work of the National Communication Consultant is tentatively planned from 17 October 2016 to 31 December, 2017 full time.

- Detailed Work plan
- Developed CSAG Communication Strategy
- Monthly reports of the major tasks performed and the results
- Final report on carried out activities to include report on media visibility of CSAG, number of national events organized on Gender Equality, articles published on Un Women and UN websites, development of publications and all other performed activities and their results.

## **Management arrangements**

Organizational Setting: The Contractor will work under the direct supervision of the National Programme Officer and in close coordination with the Communications Associate, and in cooperation with other UN Women staff, and will participate in all working meetings appointed by UN Women and CSAG. The assignment does require full-time presence at UN Women premises. UN Women will provide facilities to support consultant's work.

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 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.

## **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**

Payment will be disbursed monthly upon submission and approval of deliverables and timesheets with actual days worked and certification by National Programme Office that the services have been satisfactorily performed.

## **Required Skills and Experience**

### 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.

## **Evaluation Procedure**

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

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

- At least 3 years of proven relevant work experience and relevant to the assignment.

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.

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

**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	University degree in communications, media, journalism, social sciences, public affairs, political science, international relations or relevant field;	BA– 40 pts, MA– 50 pts, PhD – 60 pts	60
2	At least 3 years of proven working experience in journalism	<3 years - 0 pts, 3 years – up to 40 pts, each year over 3 years - 10 pts per each additional year up to 60 pts	60
3	Excellent understanding and at least 2 years of practical experience of using social media and online communication and media tools	2 years –20 pts, each year over 2 year –5 pts, up to a maximum of 40 pts	40
4	Advanced understanding of gender equality and women's human rights is a must (to be assessed based on the submitted letter of intent)	Max -50	50
5	Proficiency in editing and copywriting skills, including articles, reports, social media content, press releases is required	Max – 40 pts	40
7	Familiarity with the UN Communications rules and procedures, experience in developing communications strategies for the UN would be an advantage.	Max – 30 pts	30
8	Fluency in verbal and written Romanian and English.	40 pts – fluency in Rom (20) and English (20)	40
9	Knowledge of Russian and other languages relevant to Moldova such as Gagauzian, Romani, or Bulgarian.	Russian (20) 5 pts for each additional languages relevant to Moldova up to 10 pts	30
	<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 <i>[list them as referred to in the TOR]</i>	# 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)				