

TERMS of REFERENCE

Job Title:	Communications, Outreach and Media Consultant (OHCHR Moldova)
Contract type:	Individual Contract
Duration of assignment:	4 months, with estimated work load of up to 50 working days – with possibility of extension for the following year(s)
Starting date:	1 September 2016

Background

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.

Scope of 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.

Deliverables

Deliverables	Estimated workload	Tentative timeframe
1. Communications and public relations products developed (media advisories, media statements, social media postings, etc.)	50 working days	September – December 2016
2. Outreach materials developed (info-cards, leaflets and booklets, etc.) and outreach activities carried out (info-session and meetings evidenced through event agendas, lists of participants and photos)		
3. OHCHR Communications Strategy and Plans for 2016-2017 developed (Communications Strategy and Plans documents)		
4. Programs and projects of work with mass media institutions and journalists designed and implemented (evidenced through project proposals and documents, as well as project updates and reports)		
5. Key OHCHR and UNCT human rights campaigns successfully carried out and widely covered in mass media		
6. OHCHR and UNCT internal organizational transformations towards greater inclusion and diversity are effectively advanced and expanded (evidenced through new internal guidelines and other documents, as well as via increased inclusion and diversity)		

Payments to the Consultant will be made on a monthly basis upon satisfactory certification of the supervising officer(s), based on the submitted time-sheets and associated brief explanatory

reports, for the number of working days effectively worked under the assignment. All payments are subject to approval of the above key deliverables.

Organizational settings: The Communications, Outreach and Media Consultant works under the guidance and supervision of the National Human Rights Coordinator and the National Communications and Campaigns Associate, in close collaboration with the entire OHCHR team and UN Country Team (through the UN/UNDP communications focal point). The Consultant is expected to work most of its time at the OHCHR office, where s/he will be provided a work place and equipment, and fully engaging into the internal OHCHR and UNCT coordination meetings.

Performance evaluation: Consultant's performance will be evaluated following such criteria as timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered.

Qualifications Criteria (Skills and Experience Required)

Education:

- 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).

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.

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

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.

Documents to be included in the proposal

1. Proposal:

Interested persons should submit the following documents:

- (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.