



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **27 December 2016**

**Country:** Republic of Moldova

**Description of the assignment:** National communication consultant to support Moldova Social Innovation Lab (MiLab) in the new media, branding and engagement activities

**Project name:** Moldova Social Innovation Lab (MiLab)

**Period of assignment/services:** 11 months, February – December 2017, up to 12 working days per month (with possibility of extension)

Proposals should be submitted by pressing the "Apply Now" button no later than [January 16, 2017](#).

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [cristina.lisii@undp.org](mailto:cristina.lisii@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

There is a fast shift taking place in the realm of public policy and development program design around the world. Rise of democracy, spread of new technologies and knowledge, but also shrinking resources of the public and development organizations in the face of increased complexity and interconnectedness of the social challenges, mean that design and implementation of public policies and development programs has seized to be under the exclusive remit of the selected few.

Along with the opening up of the public policy space, the rise of civic activism have changed the way the Governments approach public policy development, service delivery and engage with the citizens. These trends put the Governments under increased scrutiny, leading to more transparency and accountability. Moldovan Government has also sought to ensure more openness and transparency in interaction with public, including through implementation of E-transformation agenda and setting up the on-line Aid Management Platform (AMP). The Government has increasingly looked to tap into expertise and solutions from other sectors and wants to move towards 'networked governance' solutions to the issues it faces daily.

UNDP Moldova itself, through MiLab, has supported national counterparts in embarking on several innovative projects that seek to apply new approaches to engage with citizens and enable people to contribute stronger to the country's development. Some previous examples include: gaming for youth employment; applying behavioral insights for TB treatment; EduSoft Hackathon, etc.

MiLab acts as a multilateral platform serving to engage actors from different sectors (public, private, non-profit, etc.) to seek and experiment with innovative approaches to the society's problems. MiLab's work is

closely aligned with the Government's priorities and structured around three key service lines:

1. Supporting the national action plan on the modernization of public services—together with the E-Government Center and State Chancellery, helping public servants use design thinking in re-engineering public services;
2. Promoting evidence-based policy-making by supporting use of RCTs and alternative data for policy design and evaluation;
3. Supporting Government's engagement with citizens around strategic policy priorities through collective intelligence.

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

The **national consultant** is expected to provide support to various MiLab interventions as it regards communication, outreach, various visibility activities and capacity building undertakings through:

- Evaluating the MiLab branding and communication strategy and updating it for the objectives and goals identified jointly with project team for 2017;
- Ensuring the development and implementation of specific communication plans for MiLab in general and each intervention under implementation in 2017;
- Developing effective new media campaigns and ensuring efficient dissemination of results achieved within each intervention through tailored written and audio materials, v/blogs, social media, among others;
- Consultant shall ensure monitoring and evaluation of the communication and outreach activities through monthly brief narrative reports to MiLab team;
- Strictly observing UNDP standards and practices related to communication and visibility efforts; all developed materials shall be adapted / translated into Romanian/English/Russian depending on the specific requests from the Project team.

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

## **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

### I. Education:

- Degree in journalism, public relations, social sciences or related areas. Additional training and certification in communication/new media is an asset.

### II. Years of experience:

- At least three (3) years of progressively responsible experience is required in communications, including as public relations specialist, social media account manager or communications consultant;
- Experience in developing communication/public relations or branding strategies and action plans;
- Working experience in the field of media, public relations and/or communications advisory services within international organizations would be an advantage;
- Proven experience of developing and conducting online campaigns and building social media presence (please include a portfolio of campaigns/ accounts managed).

### III. Competencies:

- Proven understanding of online media and new communication trends is a strong asset;

- Very good knowledge of office software packages, ability of handling web-based and social media platforms;
- Fluency in both oral and written Romanian and English is a must;
- Working knowledge of one or more additional languages relevant for Moldova, including Russian, Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset;
- Excellent writing skills.
- Ability to think creatively, to develop and implement innovative solutions in a challenging environment;
- Ability to analyse, plan, communicate with various stakeholders and present ideas clearly and effectively.

#### **IV. Personal qualities:**

- 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;
- Excellent organizational and administrative skills;
- Excellent communication and teamwork skills;
- Responsibility;
- Creativity;
- Flexibility.

### **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 this position;
  - (ii) Portfolio with samples of:
    1. written media materials (press releases, articles for online media portals or blog articles)
    2. evidence of developing and conducting online campaigns or social media accounts managed
2. Financial proposal in USD;
3. Personal CV including past experience in similar projects and the contact details of at least 3 reference persons;

### **5. FINANCIAL PROPOSAL**

The financial proposal shall specify a total lump sum amount per work day (8 hours). The payments will fall in monthly installments and are based upon output, i.e. upon delivery of the services specified in the TOR.

#### **Travel**

All envisaged travel 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 he/she 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 long-listed based on the following **minimum qualification criteria**:

- Degree in journalism, public relations, social sciences or related areas.
- At least 3 years of relevant professional experience in communications, including as public relations specialist, social media account manager or communications consultant;

The long-listed individual consultants will be further evaluated by a Selection Committee based on the following short-listing criteria:

| Short-listing Criteria   | Scoring   | Maximum Points Obtainable |
|--|---|---------------------------|
| Degree in journalism, public relations, social sciences, economics or related areas. Additional training and certification in communication/ new media is an asset.          | Degree – 30 pts, additional training and certification - 10 pts, up to 40 pts.          | 40                        |
| At least 3 years of relevant professional experience in communications, including as public relations specialist, social media account manager or communications consultant. | 3 years –30 pts, each additional year of experience – 5 pts, up to a maximum of 40 pts. | 40                        |
| Experience in developing communication/public relations or branding strategies and action plans.   | Yes – up to 20 pts; No – 0 pts  | 20                        |
| Proven experience of developing and conducting online campaigns and building social media presence. Please provide print screens, copies of relevant samples.                | Yes – up to 35 pts; No – 0 pts  | 35                        |
| Experience in similar assignments within international organizations is an advantage.  | Yes – up to 5 pts; No – 0 pts   | 5                         |
| <b>TOTAL</b>   |   | <b>140</b>                |

The first **three candidates** who passed short-listing evaluation criteria with the best score shall be invited for the writing test, interview and pass cumulative analysis.

#### Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- responsive/compliant/acceptable, and
- 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                                   | Max. Points Obtainable |
|--|---|------------------------|
| <b>Interview</b> (demonstrated technical knowledge and experience; communication/ interpersonal skills; initiative; resourcefulness) |   |                        |
| Proven understanding of online media and new communication trends is a strong asset.   | limited – <15 pts; satisfactory – <45 pts | 45                     |

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|---|---|------------|
|   |   |            |
| Ability to analyze, plan, communicate with various stakeholders and present ideas clearly and effectively.  | Up to 60 pts  | 60         |
| Very good knowledge of office software packages, ability of handling web-based and social media platforms.  | limited –<10 pts<br>satisfactory – <50 pts                      | 50         |
| Fluency in oral Romanian and English.   | Romanian – up to 10 pts; English – up to 10 pts                 | 20         |
| Working knowledge of one or more additional languages relevant for Moldova, including Russian, Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset.  | Each additional language – 5 pts – up to 15 pts                 | 15         |
| <b>Writing test</b> (demonstrated communication skills, ability present information logically, clearly and concisely; creativity)   |   |            |
| Outstanding writing skills (grammatical, lexical and semantic aspects) in Romanian and English.   | Occasional mistakes – up to 30 pts<br>Frequent mistakes – 0 pts | 30         |
| Ability to present information clearly and effectively.   | limited –<15 pts, satisfactory – <25pts, extensive – <30 pts    | 30         |
| Ability to think creatively, to develop and implement innovative solutions in a challenging environment.  | Up to 50 pts  | 50         |
| <b>Maximum Total Technical Scoring</b>  |   | <b>300</b> |
| <b><u>Financial</u></b>   |   |            |
| Evaluation of submitted financial offers will be done based on the following formula:<br><b><math>S = F_{min} / F * 200</math></b><br>S – score received on financial evaluation;<br>Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round;<br>F – financial offer under consideration. |   | <b>200</b> |

#### 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**