

TERMS OF REFERENCE

Job Title: National communication consultant to support Moldova Social Innovation Lab (MiLab) in the new media, branding and engagement activities

Type of Contract: Individual Contract (IC)

Duty Station: Chisinau, Moldova

Expected workload: up to 12 working days per month (with possibility of extension)

Expected duration of assignment: 11 months, February – December 2017

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.

OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT

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.

Key deliverables:

Deliverables	Deadlines
Baseline evaluation and tailored communication/outreach strategy and action plans developed for the project, in a participative manner, consulting relevant stakeholder groups (up to 10 w/d)	By the end of February, 2017
Development of the awareness campaign on the civic reporting platform - Imipasa.md (up to 5 w/d)	By May 2017
Media campaigns developed and conducted to reach target MiLab stakeholders (civil servants, civil society, development organisations) and increase both: awareness about MiLab work and engagement in its activities	By December 2017
Concepts for video/audio/ animated presentation spots developed to promote specific interventions	ongoing
Tailored press-releases and media invitations for MiLab events (1w/d per each press-release and invitation)	ongoing
Organization of communication/engagement events for the promotion of MiLab activities (press-conferences, meetings with civil society, stakeholders etc.)	ongoing
Draft 11 online newsletters on governance innovation, for MiLab's target audience in public sector	ongoing

Write materials (e.g. short blog articles, informative notes or similar) disseminated through local media (up to 2 w/d per each material)	By December 2017
At least 5 weekly updates/posts featuring social innovations on MiLab's Facebook page and 5 updates on twitter (3 w/d per month, up to 40 w/d in total)	ongoing
Monitor the relevant events for outreach and coordinate MiLab's participation to promote social innovations among the civil society organisations and initiative groups	ongoing
Assist the Project Team with other tasks that ensure outreach and visibility	ongoing

SKILLS AND EXPERIENCE REQUIRED

Education:

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

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;
- Proven experience in developing communication/public relations strategies and action plans;
- Proven experience of developing and conducting online campaigns and building social media presence is an asset (please include a portfolio of campaigns/ accounts managed);
- Experience in similar assignments with international organizations is an asset.

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, Russian and English is a must;
- Working knowledge of one or more additional languages relevant for Moldova, including 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.

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.

PERFORMANCE EVALUATION

Contractor's performance will be evaluated against timeliness, responsibility, initiative, creativity, communication, accuracy, and overall quality of the delivered products.

ORGANIZATIONAL SETTING

The consultant will work under the supervision of the Project Officer. The consultant will work in the MiLab office with the project team one day per week, otherwise he/she will work remotely and the communication will be conducted via email, Skype and phone. The consultant will provide a monthly report on the work progress.

FINANCIAL ARRANGEMENTS

Payments will be disbursed in monthly installments, upon submission and approval of deliverables, and certification by the supervising Project Officer, that the services have been satisfactorily performed.