

TERMS OF REFERENCE

Job title:	National Consultant on communications to support the “Strengthening Parliamentary Governance in Moldova” Project (SPGMP) in the communication, outreach and visibility activities
Duty station:	Chisinau, Moldova
Reference to the project:	“Strengthening Parliamentary Governance in Moldova”
Contract type:	Individual Contract (IC)
Expected duration of the assignment:	up to 120 working days during March 2017 – April 2018
Starting date:	March, 2017

I. Background

The UNDP project “Strengthening Parliamentary Governance in Moldova” (SPGM) is a multi-year institutional development project designed to address the main needs of the Parliament of Moldova in the areas of legislation making, oversight and representation during the on-going process of domestic reform spurred by closer relations with the EU. The project is also assisting in making the Parliament’s legislative activity more open, transparent and participatory through establishing tools and mechanisms for the engagement with the Civil Society, professional associations and general public. Project interventions will offer and encourage equal opportunity for male and female participation.

This project is designed to address the main needs of the Parliament of Moldova in the areas previously supported by the “Improving the Quality of Moldovan Democracy through Electoral and Parliamentary Support” (Democracy Programme) June 2012 – June 2016. In addition, it addresses some new areas considering the Parliament’s role to advance country’s European agenda and oversight over proper implementation by the Executive of RM-EU Association Agreement (AA) and Deep and Comprehensive Free Trade Agreement (DCFTA) and the recently approved “Moldova’s Priority Reform Action Roadmap”.

In this context, taking into account previous experience, the communication will not be merely a way to “message” the activities of the Parliament with the Project support, but will represent a way of conceptualizing and conducting core parliamentary roles.

The current confidence in Parliament and Government (Opinion Barometer April 2016) is around 6-7% which is in substantial decline. Therefore, the SPGM will promote open dialogue, citizen engagement, and government responsiveness, basic requirements of good governance. The communication of a parliament’s oversight activity is an important aspect of its claim to legitimacy. Legitimacy demands transparency and requires decision-making practices to demonstrate engagement with and responsiveness to the public.

Effective and legitimate institutions are an integral part of development progress and the successful implementation of Goal SDG 16 will be essential in ensuring the progress on all other goals. The Project communication will be focused on the Project effort to assist the Parliament to improve its transparency and outreach, and increase the participation of civil society and citizens, and focus on continued gender and human rights mainstreaming.

II. Scope of work and expected outputs

To ensure visibility of the Project and manage all aspects of awareness raising and communication, in full compliance with the applicable visibility guidelines and rules, including via implementation of the Project’s communication strategy, development and dissemination of information, promotion materials and handouts, working with project’s beneficiaries to ensure synergy in communication about the achieved results of the Project.

Additionally, the consultant is expected to significantly contribute to developing the capacity of both the project team and beneficiary relevant staff, applying innovative communication approaches via social media platforms.

In order to achieve the stated objective, the Consultant will have the following responsibilities:

- Take lead on the implementation of the Project's Communication and Visibility Plan in close partnership with the Parliament;
- Ensure compliance with all corporate rules and regulations of UNDP in the field of communication and visibility promotion and reporting;
- Identify and maintain close cooperation and communication with both print and electronic media and other media outlets, e.g., web portals;
- Draft, summarize and edit succinct communications pieces of varying length for different internal and external audiences in close cooperation with the Project team;
- Provide communication and visibility support to all Project's activities where necessary;
- Contribution to the development and implementation of the Parliament's Communication and Outreach Strategy;
- Design and layout materials (e.g. reports, posters, infographics, images, dynamic presentations, etc.) using a variety of software including InDesign, Photoshop, Illustrator, Word and PowerPoint for internal and external audiences, and for presentation, print and online use;
- Prepare materials for printing in line with UNDP editorial and visual guidelines, advising on print solutions, coordinating with printers and ensuring delivery of final error-free agreed materials;
- Provide capacity development and technical assistance to both the project team and beneficiary, in applying innovative communication approaches via social media platforms;
- Monitor social media trends for outreach purposes and appropriately apply that knowledge to increasing the use of social media by the Project team and beneficiary designated staff;
- Create and design infographics and manage Facebook, Twitter and other social media accounts to ensure Project and beneficiary outreach and communication;
- Ensure and maintain cooperation/liaison and information with the UN communication unit, develop and provide information, press releases and news about the Project implementation for the UNDP website;
- Maintain the Project's event calendar and insert regularly updates into UNDP event calendar;
- Maintain and update when needed the Project's profile on UNDP website;
- Prepare information about the Project's most important achievements to be disseminated through the national media, as well as local and/or regional websites;
- Respond to requests for inputs from UNDP, the beneficiary institutions with respect to communication and visibility aspects of the Project;
- Prepare periodical reports on communication/media activities and contribute to the Project's reporting in part of communication and visibility issues;
- Develop a brochure on Project's targets and achievements;
- Develop monthly progress reports on the performed activities;
- Undertake any other related tasks requested on an ad hoc basis.

III. Deliverables and Timeframe

No.	Deliverables	Tentative timeframe/deadline
1	Communication and Visibility Plan updated and submitted for approval	By 28 April, 2017
2	Contribution to the project's public events provided: issuance of press releases, briefings, scripts, event scenarios, promotion on social media networks, taking and editing photos.	By 30 April, 2018
3	Communication and media products delivered (including but not limited to: booklets, brochures, newsletters, blog posts, success stories, photo reportages).	
4	Contribution to the development and implementation of the Parliament's Communication and Outreach Strategy provided.	
5	Support for preparation of Project related analytical briefs, talking points, success stories, blog posts and public appearance of UNDP or beneficiary representatives.	
6	Feed of UNDP social media networks with information on project's results: posts, Illustration, infographics, photo albums	
7	Monthly reports on communication-related results, including insights and recommendations for the Project team related to improvement of visibility and promotional activities.	Monthly

IV. Institutional arrangements:

All communications and documentation related to the assignment will be in English and Romanian. The Project will provide consultant with working space, access to Internet, printer and telephone line. Before submission of the deliverables, the consultant will discuss the draft documents with the parties involved (i.e. Parliament, UNDP and other stakeholders) so that final products reflect their comments.

This is a part-time consultancy. The timeframe for the work of consultant is planned for March 2017 – April 2018.

Management Arrangements: The consultant will work under the guidance of UNDP SPGM Project Manager and Parliament delegated representative for substantive aspects of the assignment with inputs from the Senior Project Officer.

Financial arrangements: Payments will be disbursed in several instalments, upon submission and approval of deliverables, and certification by UNDP Moldova Project Manager that the services have been satisfactorily performed.

V. Qualifications and skills required:

- I. Academic Qualifications:
 - University degree in Public Relations, Communication, Journalism or other relevant field.
- II. Experience and knowledge:
 - At least 3 years of experience in media and online communications, active use of social media, publication and report writing, including research or data collection (proven by a portfolio of promotional and visibility materials/content prepared by the Consultant – please submit links in the Motivation section);
 - At least 2 years of work experience in developing and implementing media/communications, visibility and awareness raising campaigns, drafting communication and awareness raising materials, writing articles, press releases, interviews and other communication products;
 - Experience in similar positions in an UNDP and/or EU-funded project or other international organisation is an advantage;
 - Experience in communication with different categories of people, including public officials, mass media and NGO representatives is an asset;
- III. Competencies:
 - Knowledge of the government institutions, NGOs and donors working in the area, mass-media outlets and PR agencies;
 - Excellent written communication skills, with analytic capacity and ability to synthesize project outputs and relevant findings for the preparation of analytical documents;
 - Capacity to build strong relationships with clients, focuses on impact and result for the client and to respond positively to feedback;
 - Fluency in Romanian, Russian and English languages.

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.

The UNDP 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.

VI. Documents to be included when submitting the proposals:

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Proposal:
 - Explaining why they are the most suitable for the work including past experience in similar assignments;
 - Providing a brief information on each of the above qualifications, item by item and a brief methodology on how they will approach and conduct the work (if applicable);
2. Financial proposal (in USD), specifying a fee per day and total requested amount including all related costs, e.g. fees, per diems, travel costs, phone calls etc.;
3. Duly filled in and signed Personal History Form (P11) and at least 3 names for a reference check.