

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **07 March 2017**

Country: Republic of Moldova

Description of the assignment: National Consultant on communications to support the "Strengthening Parliamentary Governance in Moldova" Project (SPGMP) in the communication, outreach and visibility activities

Project name: "Strengthening Parliamentary Governance in Moldova" Project (SPGMP)

Period of assignment/services: up to 120 working days during March 2017 – April 2018

Proposals should be submitted online by pressing the "Apply Now" button no later than 22 March 2017, at 10:00 local time (Moldova time)

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: sergiu.galitchi@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

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 SPGMP 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.

2. SCOPE OF WORK:

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.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

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.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS:

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

I. 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);

II. 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.;

III. Duly filled in and signed Personal History Form (P11) and at least 3 names for a reference check.

FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals the financial proposal shall include a breakdown of this lump sum amount (including fee, taxes, travel, per diems, and number of anticipated working days).

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.

5. EVALUATION

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

- University degree in Public Relations, Communication, Journalism or other relevant field.
- 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;

The short-listed individual consultants will be further evaluated based on the following methodology:

Cumulative analysis

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

- a) responsive/compliant/acceptable, and
- b) 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.

Criteria	Scoring	Maximum Points Obtainable
Technical		
University degree in Public Relations, Communication, Journalism or other relevant field.	University degree – 10 pts., MA– 15 pts.	15
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);	3 years – 20 pts., each additional year of experience – 5 pts. up to a maximum of 50 points;	50
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;	2 years – 15 pts., each additional year of experience – 5 pts. up to a maximum of 40 points;	40
Experience in similar positions in an UNDP and/or EU-funded project or other international organisation is an advantage;	Yes – up to 15 pts., No – 0 pts.	15
Experience in communication with different categories of people, including public officials, mass media and NGO representatives is an asset;	Yes – up to 15 pts., No – 0 pts.	15
<u>Interview</u>	<ul style="list-style-type: none"> - Knowledge of the government institutions, NGOs and donors working in the area, mass-media outlets and PR agencies (up to 45 pts.); - Excellent written communication skills, with analytic capacity and ability to synthesize project outputs and relevant findings for the preparation of analytical documents (up to 45 pts.); - Capacity to build strong relationships with clients, focuses on impact and result for the client and to respond positively to feedback (up to 45 pts.); - Fluency in Romanian, Russian and English languages. (each – 10 pts., up to max 30 pts.) 	165
Maximum Total Technical Scoring		300
<u>Financial</u>		

<p>Evaluation of submitted financial offers will be done based on the following formula:</p> <p>$S = F_{min} / F * 200$</p> <p>S – score received on financial evaluation;</p> <p>Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round;</p> <p>F – financial offer under consideration.</p>	200
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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