



## **TERMS OF REFERENCE**

<b>Job Title:</b>	Communications, Outreach and Media Consultant for the Transnistrian region of the Republic of Moldova
<b>Hiring Unit</b>	UN Human Rights Office (OHCHR) via UNDP Moldova
<b>Contract type:</b>	Individual Contract
<b>Duration of assignment:</b>	15 May 2017 - 14 December 2017 (up to 70 working days), with the possibility of extension
<b>Deadline for applications:</b>	May 2017

### **Background**

The OHCHR's work on improving the right-bank normative and institutional frameworks (support to the national human rights action plan, capacitating the People's Advocate (the national human rights institution) and the Council for Preventing and Combating Discrimination and Ensuring Equality, support to the working group on deinstitutionalization and legal capacity reform, interventions aimed at empowerment of the vulnerable people around discrimination cases), including within the EU-supported OHCHR project on anti-discrimination (also covering the Transnistrian region), provides with valuable lessons learnt on the complex rights-based approaches focused on building strong civil society platforms, developing community models, informed by the UN human rights standards. The proposed programme comes to continue and consolidate earlier UN efforts solidly based on the Thomas Hammarberg's recommendations framework.

The proposed programme also comes as a very important synergetic effort to the other ongoing EU's programmatic interventions in the region, particularly to the EU-supported Confidence Building Programme, implemented by UNDP. The added valued of the proposed programme in this context is its focus on the civil society and regional human rights frameworks, as well as its rights-based models of community development informed by the universal human rights standards.

The work under this program shall be guided by the confidence-building principles and strongly underpinned by the international human rights standards and recommendations, primarily by the Universal Declaration of Human Rights, International Covenant on Civil and Political Rights (ICCPR), International Covenant on Economic, Social and Cultural Rights (ICESCR), Convention on the Rights of Persons with Disabilities (CRPD), European Convention on Human Rights (ECHR), recommendations provided in 2013 by the UN Senior

Expert Thomas Hammarberg, recommendations provided under Universal Periodic Review and UN treaty body periodic reviews, recommendations provided by the UN Special Procedures (particularly recently by the UN Special Rapporteur on the Rights of Persons with Disabilities and by the UN Special Rapporteur on Minority Issues), as well as other relevant UN human rights bodies and mechanisms.

In the framework of this programme, OHCHR is seeking to recruit a Communications, Outreach and Media Consultant for the Transnistrian region of the Republic of Moldova (hereafter Communication Consultant).

### **Scope of Work, Duties and Responsibilities**

The Communication Consultant, under these Terms of Reference, works under the guidance and supervision of the Programme Manager. The Communication Consultant works in close collaboration with Programme staff and consultants, OHCHR/UN staff and consultants, project partners, organisations and groups of persons with disabilities (PwDs), as well as other stakeholders for the effective achievement of results, ensuring programme, donors' and partners' visibility and media coverage of the programme's activities and results, in full compliance with the EU and OHCHR visibility guidelines.

Under present Terms of Reference, the Communication Consultant will:

- Facilitate establishment and maintenance of working relations with the local mass-media outlets in the Transnistrian region of the Republic of Moldova;
- Assist the programme in its communications and public relations, including through digital and social media;
- Assist the programme in its outreach activities concerning rights based concept to disability in the Transnistrian Region of the Republic of Moldova through local media outlets;
- Ensure on-going awareness-raising activities in the region about the international human rights framework related to women/girls and men/boys with disabilities and making the case for transitioning from institutional care to community based services and social inclusion;
- Design and carrying out an awareness-raising campaign among broader range of opinion and decision-makers (de facto MPs, local authorities, media, etc.) and wider society about the rights-based concept of disability;
- Develop and monitor the implementation of communication activities plans for programme's activities in the Transnistrian region of the Republic of Moldova for the second half of 2017;
- Assist the programme in raising its visibility by developing and disseminating communication and visibility products;
- Assist the programme in working with local mass-media outlets to promote diversity, equality and human rights issues;
- Develop proposals for capacity building activities on rights based concept to disability for the representatives of local media outlets;
- Perform other relevant duties as assigned by the Programme Manager.

This assignment envisages extensive amount of time to be spent in the Transnistrian region of the Republic of Moldova and first-hand knowledge of the regional context and environment. Related local travel expenses (*considering the monthly distance of up to 700 km*) should be included in the submitted financial proposal.

Specific deliverables, expected workload and indicative timeframe for the above tasks are presented below:

<b>Nr.</b>	<b>Key Deliverables [evidence-based]</b>	<b>Expected Workload (workdays)</b>	<b>Indicative Timeframe</b>
1	Assessment of media landscape in Transnistrian region of the Republic of Moldova and strategic communication interventions for the duration of the Programme developed	3	May 2017
2	Monthly Communication Action Plans developed	7	May - December 2017
3	Communications and public relations products developed, including project visibility templates for the communications materials (media advisories, media statements, social media postings, etc.)	10	May - December 2017
4	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)	10	May - December 2017
5	1 mid-term promo-event on the progresses of the programme, where EU role and funding will be specifically acknowledged, organised	5	September 2017
6	Campaign on promotion of best cross-river/regional practices on community development / social services community projects based on the UN human rights standards initiated	10	July - December 2017
7	Support to concept development and design of a publication on best cross-river/regional practices on community development / social services community projects based on the UN human rights standards provided	7	September-November 2017

8	Launching of Programme's Facebook page targeting Transnistrian audience and ensuring visibility of the Programme and donors through continuous updates, including development of relevant content (engaging posts, video spots etc.)	10	May - December 2017
9	Proposal for capacity building activities on rights based concept to disability for the representatives of local media outlets developed	5	October 2017
10	1 press club on the subject of rights of PwDs in the Transnistrian region of the Republic of Moldova organized	3	October 2017

Payments to the Consultant will be made upon satisfactory certification of the Programme Manager, 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.

### **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 three years of progressively responsible experience in communications, including public relations and/or journalism;
- 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);
- Previous experience of working with mass-media outlets, NGOs and the *de facto* authorities at regional and local levels in Transnistrian region of the Republic of Moldova would be considered a strong advantage.
- Experience in public relations and/or communications 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 oral and written Russian; working knowledge of Romanian and English languages;
- Knowledge of one or more minority languages relevant for Moldova, including Bulgarian, Gagauz, Ukrainian or Romani, as well as sign language(s), will be a strong advantage.

**Documents to be included in the proposal**

Interested persons should submit the following documents:

**1. Proposal:**

- (i) Motivation Letter, explaining why they are the most suitable for the work including relevant past experience;
- (ii) 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 (fee per day in MDL, including local transportation, communication and other relevant costs);

3. Personal CV including past experience in similar projects and at least 3 references.

Diversity Clause: Applicants from under-represented groups (persons with disabilities, Roma and other ethnic, linguistic or religious minorities, persons living with HIV, refugees and other noncitizens) will have an advantage during the selection process. OHCHR is committed to reasonably accommodate the working environment for the persons with special needs.

---