



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **26 April 2017**

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**Country:** Republic of Moldova

**Description of the assignment:** Communications, Outreach and Media Consultant for the Transnistrian region of the Republic of Moldova

**Project Reference:** Office of the United Nations High Commissioner for Human Rights (OHCHR)

**Period of assignment/services:** 15 May 2017 - 14 December 2017 (up to 70 working days), with the possibility of extension

Proposals should be submitted online only, by following the "Apply online" link, no later than [8 May 2017](#).

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [irina.sandu@one.un.org](mailto:irina.sandu@one.un.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.

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### 1. 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).

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

The Communication Consultant, works under the guidance and supervision of the Programme Manager and 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 the 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;
- Design and carry out an awareness-raising campaign among broader range of opinion and decision-makers;
- Develop and monitor 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;
- 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.

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

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

### **I. Academic Qualifications:**

- 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).

II. Experience and skills:

- 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.

III. 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 respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status

IV. Language requirements:

- Fluency in oral and written Russian; working knowledge of Romanian and English languages;
- Knowledge of one or more relevant minority languages, including Bulgarian, Ukrainian or Romani, as well as sign language(s), will be a strong advantage

#### **4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

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

1. Motivation Letter, explaining why they are the most suitable for the work including relevant experience;

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 experience in similar projects and at least 3 references.

## **5. FINANCIAL PROPOSAL**

Financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables. Payments are paid in installments and are based upon output, i.e. upon delivery of the services specified in the TOR. To assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including fees, taxes, mobile phone calls, travel costs, etc.).

### Travel

This assignment envisages extensive amount of time to be spent in the Transnistrian region of the Republic of Moldova (*considering the monthly distance of up to 700 km*). 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 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, candidates will be short-listed based on the following minimum qualification criteria:

- Degree in journalism, public relations, social sciences, human rights or related areas;
- At least three years of progressively responsible experience in communications, including public relations and/or journalism;
- Fluency in oral and written Russian.

Short-listed applicants will be further evaluated based on the following methodology:

### Cumulative analysis

The award of the contract shall be made to the candidate, 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
<b>Technical</b>		
<ul style="list-style-type: none"> <li>Degree in journalism, public relations, social sciences, human rights or related areas (Post-graduation education - strong advantage)</li> </ul>	University degree - 20 pts. Master degree - 30 pts.	30
<ul style="list-style-type: none"> <li>At least three years of progressively responsible experience in communications, including public relations and/or journalism</li> </ul>	3 years - up to 30 pts each additional year - 5 pts., up to maximum 40 pts.	40
<ul style="list-style-type: none"> <li>Proven experience in designing and coordinating communications, outreach and/or media programs and campaigns (with relevance to human rights - a great advantage)</li> </ul>	Each year - 5 pts, up to maximum 20 pts Relevance to human rights – 10pts	30
<ul style="list-style-type: none"> <li>Proven experience of developing and conducting online campaigns and building social media presence is an asset (with relevance to human rights - a great advantage)</li> </ul>	Each year - 5 pts, up to maximum 20 pts Relevance to human rights – 10pts	30
<ul style="list-style-type: none"> <li>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</li> </ul>	3 years of experience - 20 pts.; 2 years - 10 pts.; 1 year - 5 pts. less than 1 year – 0 pts.	20
<ul style="list-style-type: none"> <li>Experience in public relations and/or communications with UN and/or other development partners is an advantage</li> </ul>	3 years of experience - 20 pts.; 2 years - 10 pts.; 1 year - 5 pts less than 1 year – 0 pts.	20
<ul style="list-style-type: none"> <li>Fluency in oral and written Russian; working knowledge of Romanian and English languages</li> <li>Knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset</li> </ul>	Russian - 6 pts, English and Romanian - 2 pts each);  Each additional language - 1 pt.	15
<ul style="list-style-type: none"> <li>Interview (demonstrated competences as specified in the annex 1- Terms of reference)</li> </ul>	60 - Job Knowledge/ In-depth knowledge of the subject-matter; 40 - Development and Operational Effectiveness.	100
<ul style="list-style-type: none"> <li>Belonging to the under-represented</li> </ul>	Majority group - 0 pts, one under-	15

groups within the UN Moldova (persons with disabilities, Roma and other ethnic, linguistic or religious minorities, persons living with HIV, refugees and other non-citizens as self-declared)	represented group - 10 pts, to two or more groups - 15 pts.	
<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: <b><u><math>S = F_{min} / F * 200</math></u></b> S - score received on financial evaluation; Fmin - the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; 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**