

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:	June – 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 modern 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 has 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, in partnership with the UN Women, through MiLab, has supported national counterparts in embarking on several innovative projects that seek to apply innovative 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 behavioural insights for TB treatment; EduSoft Hackathon, redesign of JISBs 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 and UN Women standards and practices related to communication and visibility efforts, including applying a gender sensitive approach to communications; 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 July, 2017
Development of the awareness campaign on the civic reporting platform - Imipasa.md (up to 5 w/d)	By the end of July, 2017
Media campaigns developed and conducted to reach target MiLab stakeholders (civil servants, civil society, development organizations) and increase both: awareness about MiLab work and engagement in its activities	By the end of December, 2017

Concepts for video/audio/ animated presentation spots developed to promote specific interventions	By the end of July, 2017
Tailored press-releases and media invitations for MiLab events (1w/d per each press-release and invitation)	By the end of December, 2017
Organization of communication/engagement events for the promotion of MiLab activities (press-conferences, meetings with civil society, stakeholders etc.) and their mediatisation through: Live posting of photos and short videos from the event on chosen Social Media channels.	By the end of December, 2017
Draft a monthly online newsletter on governance innovation, for MiLab's target audience in public sector	By the end of December, 2017
Develop minimum 4 blogs on the activities related to the redesign of the Joint Information and Services Bureaus	By the end of November, 2017
Elaborate a communication strategy of the Innovation in Governance Forum (IV edition), including creating a visual concept and a suggestive headline	By the end of August, 2017
Develop minimum 3 articles/blogs on the Innovation in Governance Forum (IV edition)	By the end of September, 2017
Conduct Mail marketing campaign (mailchimp, sendgrid etc) that will aim to update the potential attendees on the InnoForum progress (new speakers, new workshops in the agenda) and encourage them to spread the word in their own community (ambassadorship).	By the end September, 2017
Create and implement a Social Media strategy for MiLab events (Open Data Summer School, InnoForum, etc).	By the end of October, 2017
Running Online Media campaign on Social Media channels (tailored to individual profiles), ensuring that MiLab's message reaches the target audience. Making pre-event online campaigns.	By the end of December, 2017
Write materials (e.g. short blog articles, informative notes or similar) disseminated through local media (up to 2 w/d per each material)	By the end of 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)	By the end of December, 2017
Monitor the relevant events for outreach and coordinate MiLab's participation to promote social innovations among civil society organizations and initiative groups	By the end of December, 2017
Assist the Project Team with other tasks that ensure outreach and visibility	By the end of December, 2017
Create quality content (picture, infographics, short videos and video interviews,	By end of

quotes etc) for MiLab promotion on social networks: Facebook and Twitter.	December, 2017
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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 public relations, management of social media account or consultancy;
- 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 in Romanian and English.
- 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 instalments, upon submission and approval of deliverables, and certification by the supervising Project Officer, that the services have been satisfactorily performed.