

## Terms of Reference

<b>Job title:</b>	National Communication Consultant on Strategic Communication for the Central Electoral Commission
<b>Duty Station:</b>	Republic of Moldova, Chisinau
<b>Reference to the project:</b>	Enhancing democracy in Moldova through inclusive and transparent elections
<b>Contract type:</b>	Individual Contract (IC)
<b>Contract duration:</b>	September 2017 – June, 2019 (up to 240 working days)
<b>Starting date:</b>	September, 2017

### Job content

#### 1. BACKGROUND

The long-standing partnership between the Central Electoral Commission and UNDP resulted in the establishment of a strong professional institution, able to provide transparent and inclusive democratic elections. The Central Electoral Commission with UNDP support, managed to move the electoral process in the Republic of Moldova to an advanced level through the development and use of the modern and innovative State Automated Information System "Elections" (SAISE).

During 2012 – 2017, UNDP offered support to the Central Electoral Commission (CEC) in the areas of gender equality and human rights, institutional capacity development, strategic development of the Center for Continuous Electoral Training (CCET) to deliver professional training to electoral officials, political party finance legislation implementation and transparent electoral reform processes. Moreover, substantial steps were taken in addressing challenges to the electoral process related to the data quality and data exchange possibilities among key registers owned by different government institutions.

Based on the solid results achieved, UNDP continues to support the CEC and CCET to ensure the finality and sustainability of the previous UNDP interventions through the new Project "Enhancing democracy in Moldova through inclusive and transparent elections" (further referred to as the "Project").

The Project will be implemented between 2017 – 2019 contributing to:

- (1) achieving a more accurate State Register of Voters (SRV), by: (a) improving the quality and accessibility data by reengineering the Civil Status Service (CSS) systems, (b) fully developing the State Address Register and (c) facilitating data exchange and interoperability between different government agencies via M-Connect Platform;
- (2) enhancing the inclusiveness of the electoral process through developing a remote voting tool and adjusting the SAISE system to keep up with the technical and political developments;
- (3) supporting the legal reform in the area of elections to erase ambiguities and respond to the technical developments;
- (4) enhancing political participation of citizens by setting up and implementing voters' information and civic education programmes, specifically targeting vulnerable groups including women, youth, persons with different types of disabilities and linguistic minorities and the Diaspora.

According to the Moldovan Electoral Code, the CEC and the CCET are responsible to provide the media with information on the elections and the general election administration practices; communicate election related issues to the press and the public at large, implement civic education and voters' information programmes and involve key stakeholders, such as political parties and civil society in all phases of the electoral process.

Thus, one of the objectives of the Project is to provide technical assistance to CEC and CCET to develop and implement voter information and civic educations campaigns throughout 2017 – 2019 years. The goal of these

campaigns is to inform the general public, including different target and vulnerable groups (women, youth, people with disabilities, linguistic minorities groups and the Diaspora) about the electoral processes and Moldovan electoral system, as well as to improve the communication between the electoral management body with the citizens and stakeholders.

## 2. OBJECTIVE AND EXPECTED OUTPUTS

The Project intends to contract a national communication consultant (further referred to as “consultant”) to provide the necessary strategic advice and support to the CEC senior management, Communications Department, as well as to the Project. The consultant will help by advising on implementing communications activities, coaching and training the CEC staffers on communications techniques and tools. Moreover, the consultant will also coach the CEC staff on how to communicate more effectively with citizens (including different targeted and vulnerable groups, such as women, youth, persons with different disabilities and linguistic minorities), mass-media and stakeholders. Additionally, the consultant is expected to significantly contribute with innovative communication approaches via social media platforms. To achieve the stated objectives, the consultant is expected to:

- Undertake a comprehensive desk review of the relevant action plans and strategic documents, including the CEC Communication Strategy (2014 – 2018) and Strategic Development Plan (2016 – 2019);
- Conduct interviews with CEC staff, media representatives and other key stakeholders to assess the effectiveness of existing communications means, procedures used by CEC, identify gaps and provide recommendations on strengthening internal and external communication, including the gender and human rights dimensions;
- Develop the CEC Communications Standard Operations Policies and Procedures, including templates for press releases and other media products, with gender mainstreamed and in an accessible and usable format for persons with different types of disabilities and linguistic minorities, where possible, according to the CEC current regulations;
- Coach the CEC staff in enhancing the public speeches and talking points for the CEC senior management;
- Advise the CEC senior management on improving the crisis communication and increasing institutional image and visibility, where necessary;
- Coordinate and contribute with expertise for press conferences, media briefings and interviews undertaken by the CEC management and staffers;
- Monitor social media trends for outreach purposes and appropriately apply that knowledge to increasing the use of social media by the CEC;
- Provide expertise for strengthening the capacities of the CEC staff in organizing, monitoring and evaluating voter information and civic education campaigns, outreach activities and visibility events including those conducted between electoral cycles and during electoral campaigns for targeted and vulnerable groups (women, persons with different disabilities, youth, linguistic minorities and Diaspora);
- Develop and conduct five (5) one-day trainings on communication techniques, speeches and talking points writing, public relation interventions, crisis communication, civic education and social event planning, including gender and human rights perspective, as well as other relevant topics identified during the desk review;
- Provide recommendations and inputs to the development and gender and human rights mainstreaming of the Draft Communication Strategy for 2019-2023;
- Provide communication and visibility support to all UNDP Project’s activities where necessary;
- Develop press releases and news about the UNDP Project’s most important achievements to be disseminated through the national media, as well as local and/or regional websites;
- Perform other communication tasks required for the successful implementation of the assignment.

## 3. KEY DELIVERABLES AND TENTATIVE TIMETABLE\*

Key deliverables	Tentative Timetable/deadline
Detailed work plan developed, agreed with and approved by the CEC and Project	By 15 September, 2017
Detailed Report on current CEC communication, with a list of specific findings and recommendations for enhancing the implementation of the CEC Communication Strategy and improving internal and external communication, including gender and human rights perspective, developed and approved by the CEC and Project	By 13 October, 2017

Detailed Action Plan of CEC communication and outreach activities for the period of 2017 - 2019 for different targeted and vulnerable groups including women, youth, persons with different types of disabilities and linguistic minorities and the Diaspora developed and approved by the CEC and the Project	By 1 November, 2017
The Communications Standard Operations Policies and Procedures (SOP), including templates for press releases and other media products, with gender mainstreamed and in an accessible and usable format for persons with different types of disabilities and linguistic minorities submitted and approved by the CEC and Project	By 15 December, 2017
Set of recommendations how to increase the use of social media platforms provided	
Five (5) one-day trainings on communication techniques, speeches and talking points writing, public relation interventions, crisis communication and civic education and social event planning, including gender and human rights perspective, as well as other relevant topics identified during the desk review conducted	By 31 March, 2018**
Set of recommendations and inputs, including gender and human rights mainstreaming, for the development of the CEC's Communication Strategy for 2019 – 2023 provided and approved by the CEC	By 30 October, 2018
Monthly brief narrative reports developed <sup>1</sup> being focused on: <ul style="list-style-type: none"> <li>- knowledge transfer and coaching interventions provided to the CEC staff in developing public speeches and talking points for the CEC senior management;</li> <li>- number of expert advices provided to the CEC senior management and staff on improving crisis communication and increasing institutional image and visibility;</li> <li>- number of press conferences, media briefings and interviews coordinated, monitored and evaluated;</li> <li>- support provided in organizing, monitoring and evaluating voter information and civic education campaigns, outreach activities and visibility events;</li> <li>- support provided to the Project in developing analytical briefs, press releases, talking points, success stories, blog posts and public appearance of UNDP or beneficiary representatives;</li> </ul>	By 31 June, 2019
Final activity report developed with specific findings and recommendations on gender and human rights aspects submitted and approved by the Project	By 31 June, 2019

\* This is a tentative timeframe, while the final dates for providing the deliverables will be confirmed after the consultations with the CEC.

\*\* This is a tentative deadline, while the final delivery period will be discussed and agreed with the CEC.

#### 4. INSTITUTIONAL ARRANGEMENTS

All communications and documentation related to the assignment will be in Romanian and English. The consultant will work under the overall guidance and direct supervision of the Project Manager and in close collaboration with the CEC Communications Department – for substantive aspects of the assignment. Before submission of the deliverables, the consultant will discuss the draft documents with the Project and CEC and so that final products reflect their comments.

This is a part-time consultancy. The timeframe for the work of consultant is planned for September 2017 – June 2019.

#### 5. 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.

#### 6. QUALIFICATIONS AND SKILLS REQUIRED

##### 1. Academic Qualifications:

<sup>1</sup> The reports should be approved by the Project Manager

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

II. Experience and knowledge:

- At least 5 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 Proposal section);
- At least 2 years of work experience in developing and implementing media/communications, awareness raising campaigns, drafting communication and awareness raising materials, writing articles, press releases, interviews and other communication products;
- Previous facilitation of trainings/workshops on communication techniques, speeches and talking points writing, public relation interventions, crisis communication and civic education and social event planning, gender and human rights dimensions, or other relevant communication topics is a strong asset;
- Experience in writing materials in electoral domain (elections, voting procedures, electoral management), gender and human rights is a strong asset;
- Experience of similar assignments within an UNDP Project or and/or EU-funded Project other international organisation is an advantage;

III. Competencies:

- High level of familiarity with CEC and CCET roles and responsibilities, government institutions, NGOs and donors working in the electoral area, mass-media outlets and PR agencies;
- Excellent written communication skills, with analytic capacity and ability to identify relevant findings and prepare 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 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.

**7. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS:**

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

1. Proposal:
  - a. explaining why they are the most suitable for the work including past experience in similar assignments (including a portfolio of promotional and visibility materials/content prepared by the consultant – list of links);
  - b. 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.