

## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 27 June, 2017

**Country:** Republic of Moldova

**Description of the assignment:** National Communication Consultant

**Project name:** "Enhancing democracy in Moldova through inclusive and transparent elections"

**Period of assignment/services:** up to 240 working days during September 2017 – June 2019

Proposals should be submitted online by pressing the "Apply Now" button no later than 11 July 2017, at 10:00 local time (Moldova time)

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [eva.bounegru@undp.org](mailto:eva.bounegru@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 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") financed by the USAID and the Ministry for Development Cooperation of the Netherlands. 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 education 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. SCOPE OF WORK:**

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.

**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 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.

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

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

- I. 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);
- 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.

#### **5. 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. 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.

#### **6. 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 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;

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
<b>Technical</b>		
University degree in Public Relations, Communication, Journalism or other relevant field;	<i>University degree – 10 pts., MA– 15 pts.</i>	<b>15</b>
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 – <u>please submit links in the Proposal section</u> );	<i>5 years – 20 pts., each additional year of experience – 5 pts. up to a maximum of 40 pts.;</i>	<b>40</b>
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;	<i>2 years – 15 pts., each additional year of experience – 5 pts. up to a maximum of 35 pts.;</i>	<b>35</b>
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;	<i>1-2 training/workshop facilitated – 10 pts., each additional training/workshop – 5 pts. up to a maximum of 25 pts.</i>	<b>25</b>
Experience in writing materials in electoral domain (elections, voting procedures, electoral management), gender and human rights is a strong asset;	<i>1-3 materials developed – 10 pts., each additional material – 5 pts., up to a maximum of 25 pts.</i>	<b>25</b>
Experience of similar assignments within an UNDP and/or EU-funded Project or other international organisation is an advantage;	<i>One (1) similar assignment – 15 pts., each additional assignment – 5 pts, up to a maximum of 25 ppts.</i>	<b>25</b>
<u>Interview</u>	<ul style="list-style-type: none"> <li>- 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 (<i>up to 40 pts.</i>);</li> <li>- Excellent written communication skills, with analytic capacity and ability to identify relevant findings and prepare analytical documents (<i>up to 35 pts.</i>);</li> <li>- Capacity to build strong relationships with clients, focuses on impact and result for the client and to respond positively to feedback (<i>up to 25 pts.</i>);</li> <li>- Fluency in Romanian, Russian and English languages. (<i>each – 10 pts., up to max 30 pts.</i>)</li> <li>- 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 (<i>up to 5 pts.</i>)</li> </ul>	<b>135</b>

<b>Maximum Total Technical Scoring</b>	<b>300</b>
<b>Financial</b>	
<p>Evaluation of submitted financial offers will be done based on the following formula:</p> <p><b><u><math>S = F_{min} / F * 200</math></u></b></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>	<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**