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Resilient nations.

Terms of Reference

Job title:	National Consultant to support UNDP/MiDL on Media and Communication
Duty Station:	Chisinau, Moldova
Section/Unit:	Migration and Local Development Project (MiDL)
Type of Contract:	Individual Contract
Starting Date:	1 September, 2017
Duration of Assignment:	15 months, estimated workload up to 124 working days

Job Content

I. BACKGROUND

The Government of Moldova explicitly acknowledges its commitment to link migration and development at the local level. Institutions at all government levels are becoming increasingly aware that migration is one of development factors; this is especially true for emigres and their potential support to the home communities through local essential service improvement (water, sanitation, education, health and social services), skill and knowledge transfer and income generating opportunities.

Given the stringent need to further advance with the implementation of the Decentralization Strategy and embedding migration aspects into development processes, the State Chancellery together with United Nations Development Programme have designed the Migration and Local Development Project. The project is designed to support Central Public Authorities (CPAs) and LPAs to develop and implement strategic policies, methodologies and procedures related to temporary, permanent and circular migration and link them to local development processes, which will enable further design and implementation of joint service improvement and income-generating initiatives, ensuring equal access for women, children, young people the elderly, the disabled, and other population groups in selected localities. Moreover, the project is developed as a replicable approach with potentials for scaling up, with intensive capacity building and strengthening of national and local public authorities to better plan, manage, budget, and implement public service management with participation of community members, including migrants.

The Overall Objective of the Programme is that communities affected by migration benefit from improved essential local services, namely water and sanitation, health, social and education services, and have access to income-generating opportunities, including improved employment reintegration support for returnees.

During the first 2 years of implementation (2015-2017) the project proved that the diaspora can contribute a lot back to their places of origin: it is now more engaged in home communities development through 25 Home Town Associations (HTAs), providing already over 4 mln. Lei to local development projects.

A unique model of engaging migrants in the development of their home communities was successfully developed and tested. Centered around HTAs, local public administration with improved migration management capacities, and their permanent interaction, it proved to work well in all Moldovan regions, including Gagauzia and the Security Zone, covering 6% of the country territory and about 200,000 inhabitants.

SPECIFIC BACKGROUND

Starting with August 2015, 25 communities from Republic of Moldova have been assisted to acknowledge and effectively mainstream migration into local development, through (1) improving their **institutional set-up**, by designation and capacitation of specialized local migration and development (M&D) staff; (2) **engaging local migrants' communities at all stages of local planning** and prioritization processes, fully mainstreaming migration-related aspects into local socioeconomic development strategies; (3) increasing the **transparency and accountability** of local authorities in relation with migrants, by developing online transmission systems and dedicated 'YouTube' channels for each locality, thus building mutual trust and confidence; (4) establishing 25 **Home Town associations**; (5) use **crowdfunding tools** aimed at ensuring and facilitating large-scale financial contributions from migrant communities, for **23 local public service upgrading projects**, initiated as result of the galvanized partnerships between the LPAs and the Moldovan diaspora.

For the implementation of the second project sub-phase, additional 15 communities from uncovered rayons, and one additional from Gagauzian, were selected to benefit from MiDL assistance, thus ensuring a better territorial representation and scaling up of the HTA model, thus the total number of assisted communities reaching to 40 LPAs. Therefore, the project will reach out to almost every rayon in Moldova where at least one Home Town Association will be created as a model of migrant community involvement in local development, increasing the scaling up potential and dissemination opportunities in a larger number of communities.

II. SCOPE OF WORK

The **overall objective** of the National Consultant (hereinafter Consultant) is to provide support for the MiDL Project and to the Communication Officer to implement the Communication Plan of the Project to achieve set objectives:

- Organize field visits (press tours) in MiDL partner communities and press-clubs' meetings with local and national media;
- Develop informational materials: interviews, success stories, photo essays, blog posts, press releases, media advisories, online newsletters;
- Contribute to coordination and script development of multimedia products: video, audio and animation;
- Develop digital communications products, upon request: illustrations for social media posts, cover pages, posts, gifs, slide shows;
- Provide support in the organization of Project's public events;
- Elaborate and submit regular reports of the activity at agreed periodicity and reporting format.

III. TASKS AND ESTIMATED WORKLOAD

No.	Deliverables	Working days	Indicative timeframe
1.	Deliverable 1: Progress report on: 1.1. One press tour organized (coordination with Project partners or beneficiary, development and distribution of the media advisory, field visit) 1.2. At least 3 field visits in MiDL partner communities conducted; follow-up communication materials (articles) for media presented. Media monitoring of the visits conducted.	23 w/d	By the end of November 2017

	1.3. At least one success story produced 1.4. At least one online newsletter about main MiDL activities & Diaspora Days 1.5. Primary information for 15 projects to be presented on the crowdfunding platform (text and video script)		
2.	Deliverable 2: Progress report on: 2.1. One press tour organized (coordination with Project partners or beneficiaries, development and distribution of the media advisory, field visit). 2.2. At least 7 field visits in MiDL partner communities conducted; follow-up communication materials (articles) for media presented. Media monitoring of the visits conducted. 2.3. At least two success stories produced 2.4. At least one online newsletter about main MiDL activities	20 w/d	By the end of March 2018
3.	Deliverable 3: Progress report on: 3.1. One press tour organized (coordination with Project partners or beneficiaries, development and distribution of the media advisory, field visit) 3.2. At least 5 field visits in MiDL partner communities conducted; follow-up communication materials (articles) for media presented. Media monitoring of the visits conducted. 3.3. At least two success stories produced 3.4. At least one online newsletter about main MiDL activities 3.5. Provide support for the Project in organization of at least one press-club, having as the main topic the Migration and local development	25 w/d	By the end of June 2018
4.	Deliverable 4: Progress report on: 4.1. At least 5 field visits in MiDL partner communities conducted; follow-up communication materials (articles) for media presented. Media monitoring of the visits conducted. 4.2. At least one success story produced 4.3. Support provided for the organization of Diaspora Days 4.4. At least one online newsletter about main MiDL activities	25 w/d	By the end of August 2018
5.	Deliverable 5: Progress report on: 5.1. At least 5 field visits in MiDL partner communities conducted; follow-up communication materials (articles) for media presented. Media monitoring of the visits conducted. 5.2. At least three success stories produced 5.3. At least one online newsletter about main MiDL activities 5.4. One press tour organized (the coordination with Project partners or beneficiary, development and distribution of the media advisory, field visit)	20 w/d	By Mid November 2018
6.	Support provided to: <ul style="list-style-type: none"> project's visibility and informational materials organization of major events producing video products about project's main results 	10 w/d	Ongoing
7.	Final progress report	1 w/d	December 2018
	Total	124 w/d	

All activities under this assignment shall be performed in a gender-sensitive manner and applying human rights based approach.

Organizational settings: The Consultants will report to MiDL Communication Officer.

6. QUALIFICATIONS AND SKILLS REQUIRED

The following qualification criteria shall be applied for the selection of the consultant:

Education:

- University degree in public relations, communication, journalism, social science or related areas. Additional training and certification in communication/new media is an asset

Experience:

- Minimum 3 years of demonstrated experience in working with mass media or as a communication consultant;
- Proven experience in events' organization and development of informational materials;
- Proven experience in digital communications and solid knowledge of social media trends in Moldova;

Competences:

- Proven understanding of mass media in the Republic of Moldova
- Experience in the coordination and administration of communication activities for international organization is an advantage
- Good understanding of the Migration and local development process and specificity in working with in the diaspora and local authorities;
- Fluency in Russian and English languages including excellent writing skills will be an asset.
- Ability to think creatively, to develop and implement innovative solutions for traditional issues.

Abilities:

- Demonstrated capacity of team-orientation work, excellent planning and organizational skills;
- Good communication and writing skills
- Sensitivity and respect for human rights and gender equality
- Ability to achieve results and deadlines in a timely manner, maintaining a high standard throughout;

VI. SUBMISSION PROCESS AND EVALUATION PROCEDURE

All applicants shall submit the following submission package:

1. P11 form;
2. Proposal, containing
 - a. Cover letter, stating their interest in and qualifications for the consultancy.
 - b. Portfolio with samples of:
 - i. written media materials (press releases, articles for media, including online or blog articles
 - ii. evidence of developing and conducting online campaigns or social media accounts managed
3. Financial offer

The United Nations Development Programme in 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.