



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **11 August 2017**

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**Country:** Republic of Moldova

**Description of the assignment:** National Consultant to support UNDP/MiDL on Media and Communication

**Project name:** Migration and Local Development Project (MiDL)

**Period of assignment/services:** September 2017 – December 2018, estimated workload up to 124 days

Proposals should be submitted **on-line** by pressing “Apply on-line” link, no later than **23 August 2017**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [olesea.cazacu@undp.org](mailto:olesea.cazacu@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.

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### 1. 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 emigrees 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.

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

The **overall objective** of the National 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.

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

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

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.
- 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

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

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

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.

## 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. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown (fee per day \* days) of this lump sum amount (including fee, taxes, per diems, and number of anticipated working days).

### Travel

All envisaged travel costs in the Republic of Moldova will be covered by the project.

## 6. EVALUATION

The long-listed individual consultants will be further evaluated by a Selection Committee based on the following short-listing criteria:

Short-listing Criteria	Scoring	Maximum Points Obtainable
Degree in public relations, communication, journalism, social science or related areas.  Additional training and certification in communication/ new media is an asset.	Degree – 30 pts, additional training and certification - 5 pts, up to 50 pts.	50
At least 3 years of demonstrated experience of relevant professional experience in communications, including in public relations or as a communication consultant	3 years – 15 pts, each additional year of experience – 5 pts, up to a maximum of 25pts.	25
Proven experience in journalism and media planning. Please provide print screens, copies of relevant samples	3 years – 15 pts, each additional year of experience – 5 pts, up to a maximum of 25pts.	25
Proven experience of building social media presence. Please provide print screens, copies of relevant samples	3 years of experience – 20 pts, each additional year of experience – 5 pts, up to maximum of 35 pts; no – 0 pts.	35
Experience in similar assignments within international organizations is an advantage	Yes –5 pts; No – 0 pts	5
	<b>Total</b>	<b>140</b>

Three first candidates who passed short-listing evaluation criteria with the best score shall be invited for the written test, interview and pass cumulative analysis.

### 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>Interview</b> (demonstrated technical knowledge and experience; communication/ interpersonal skills; initiative; resourcefulness)		
Understanding of the communication needs of the local communities and Home Town associations	limited – <15 pts; satisfactory – <30 pts; extensive – <45 pts	45
Ability to analyze, plan, communicate with various stakeholders and present ideas clearly and effectively	Up to 55 pts	55
Knowledge of mass media market in the Republic of Moldova	limited – <10 pts; satisfactory – <20 pts extensive – <30 pts	30
Understanding of migration issues and its impact on local communities	limited – <10 pts; satisfactory – <20 pts	20
Fluency in oral Romanian, Russian. English will be an asset	Romanian – 5 pts., Russian- 5 pts, English – 5 pts	15
Working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset.	Each additional language – 5 pts – up to 15 pts	15
<b>Written test</b> (demonstrated communication skills, ability present information logically, clearly and concisely; creativity)		
Outstanding writing skills (grammatical, lexical and semantic aspects) in Romanian and Russian.	Occasional mistakes – up to 40 pts; Frequent mistakes – 0 pts	40
Ability to present information clearly and effectively	limited – <15 pts, satisfactory – <25pts, extensive – <30 pts	30
Ability to think creatively, to develop and implement innovative solutions in a challenging environment	Up to 50 pts	50
<b>Maximum Total Technical Scoring</b>		<b>300</b>
<b>Financial</b>		
Evaluation of submitted financial offers will be done based on the following formula: <b><math>S = F_{min} / F * 200</math></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**