



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **03 June 2019**

Country: Republic of Moldova

Description of the assignment: National Consultant on Media and Communication

Project name: Advanced Cross-river Capacities for Trade

Period of assignment/services: August 2019 – April 2022, estimated workload: up to 265 workdays

Proposals should be submitted online by pressing the "Apply Now" button no later than **20 June 2019**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: elena.olaru@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 “frozen conflict” situation in Transnistria, a region that accounts for one third of the country’s total industrial production and almost the entire energy production, has led to a decrease in living standard and its economy has not been able to fully benefit from the opportunities provided by the assistance offered to Moldova. For instance, the development opportunities offered by the Association Agreement, signed by Moldova with the EU, as well as the DCFTA arrangements, are significantly out of reach for the region’s economy. The Transnistria’s SME community, be it in traditional agricultural sector or in other emerging industries (IT, tourism, crafts), has the potential to grow, launch new products and services and export once they are ready. For the moment, most small and medium enterprises on the left bank are not ready to trade and so their share in the external regional trade is negligible.

The Project will facilitate cross-river cooperation and integration of exporters, will expand access of Transnistria enterprises (particularly SMEs), to export promotion mechanisms on the right bank, as well as provide tailored support and build necessary skills, taking into account specific needs of current and future exporters from the region.

The focus of the proposed initiative will be given to the SMEs as the development in the region is inseparably linked to this sector. As such it requires targeted investments in human capital

development, lower costs for capital in the entire region, market intelligence aid and a support in marketing and promotion activities.

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

The National Consultant is expected to provide media support for the *Advanced Cross-river Capacities for Trade (AdTrade)*. Project by elaborating and implementing the Communication Strategy of the Project to achieve set objectives.

The overall objective of the Communication Strategy is to ensure the visibility of the Project and to raise awareness about the UNDP activities aimed at facilitation of economic and export activities.

The selected Consultant will elaborate and implement *AdTrade* Communication Strategy at the national and regional levels, including support and organization of media coverage of Project activities and events by communicating with LPAs, local CSOs, women's group, and other community groups.

Under overall supervision of the Project Manager and in close cooperation with the project staff will be responsible mainly for the communication and visibility of the AdTrade activities in the Transnistrian region.

The selected Consultant will work outside the project premises and will participate in all assignments related working meetings organised by the project.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

The National Consultant is expected to comply with the following qualification criteria:

I. Education:

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

II. Experience:

- Minimum 8 years of demonstrated experience in working with mass media or as a communication consultant;
- Proven experience in event organization and informational materials development;
- Proven understanding of mass media in the Republic of Moldova (please, include a database of media editorship (at least 15, for ex: 10 national and 5 from the left bank, without personal contacts);
- Experience in the coordination and administration of communication activities for international organization or Human Rights organization would be an asset.

III. Competencies:

- Understanding of the Transnistrian issue and specificity in working on the left bank of the Nistru;
- Proven understanding of online media and new communication trends;

- Professional fluency in Russian, Romanian and English languages. Excellent writing skills will be an asset;
- Ability to think creatively, to develop and implement innovative solutions for traditional issues.

Personal qualities:

- Proven commitment to the core values of the United Nations; in particular, is respectful of differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status;
- Responsibility;
- Flexibility;
- Punctuality.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

1. Financial proposal in USD;
2. Personal CV including past experience in similar assignments, the duly filled Personal History Form (P11) and at least 3 names for a reference check.

5. FINANCIAL PROPOSAL

The financial proposal shall specify the daily fee. Payments are made to the Individual Consultant based on the number of days worked and will be disbursed in monthly instalments, upon submission of approval of deliverables, and certification by Project Manager, that the services have been satisfactorily performed.

Travel and other logistic arrangements

Travel to Chisinau, other administrative costs, and logistical aspects should be arranged by the Consultant and budgeted correspondingly in the financial offer.

Travel costs (media field visits, press trips, interviews and official events) to Transnistrian region will be covered by the project.

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 indicated:

- University degree in public relations, communication, journalism, social science or related areas.
- Minimum 8 years of demonstrated experience in working with mass media or as a communication consultant.

The short-listed individual consultants will be further evaluated based on the following methodology:

| Criteria | Scoring | Maximum Points Obtainable |
|--|--|----------------------------------|
| <u>Competencies (110 pts)</u> | | |
| 1. University degree in public relations, communication, journalism, social science or related areas; | <i>Bachelor's degree – 20 pts Master's degree – 30 pts</i> | 30 |
| 2. Additional degree/training and certification in communication/new media is an asset; | <i>No - 0 pts Yes - 20 pts</i> | 20 |
| 3. Minimum 8 years of demonstrated experience in working with mass media or as a communication consultant; | <i>8 years -50 pts, each additional year – 5 pts; up to max. additional 30 pts.</i> | 80 |
| <u>Interview (190 pts)</u> | | |
| 4. Proven understanding of mass media in the Republic of Moldova (please, include a database of media editorship (at least 15, for ex: 10 national and 5 from the left bank, without personal contacts); | <i>No experience – 0 pts Limited experience – 20 pts Extensive experience - 40 pts</i> | 40 |
| 5. Proven experience in the coordination and administration of communication activities for international organization or Human Rights organization would be an asset; | <i>No experience – 0 pts Limited experience – 15 pts Extensive experience - 30 pts</i> | 30 |
| 6. Good understanding of the Transnistrian issue and specificity in working on the left bank of the Nistru; | <i>No experience – 0 pts Limited experience – 20 pts Extensive experience - 35 pts</i> | 35 |
| 7. Proven understanding of online media and new communication trends; | <i>No experience – 0 pts Limited experience – 15 pts Extensive experience - 30 pts</i> | 30 |
| 8. Ability to think creatively, to develop and implement innovative solutions for traditional issues; | <i>up to 20 pts</i> | 20 |
| 9. Professional fluency in Russian, Romanian and English languages. Excellent writing skills will be an asset. | <i>Russian - 5 pts. Romanian – 5 pts English - 5 pts</i> | 15 |
| Maximum Total Technical Scoring | | 300 |

The total maximum obtainable **technical score** would be 300 points.

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- responsive/compliant/acceptable, and
- 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.

| Financial Evaluation valid for position: | |
|--|------------|
| Evaluation of submitted financial offers will be done based on the following formula: <u>S = Fmin / F * 200</u> 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. | 200 |

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

Important notice

The applicant who has the statute of Government Official / Public Servant, prior to appointment will be asked to submit the following documentation:

- a no-objection letter in respect of the applicant received from the government, and;
- the applicant is certified in writing by the government to be on official leave without pay for the duration of the Individual Contract.

A retired government official is not considered in this case a government official, and as such, may be contracted.