



TERMS OF REFERENCE

Job title:	National Consultant on Media and Communication
Reference to:	Advanced Cross-river Capacities for Trade
Contract type:	Individual Contract (IC)
Duty station:	Chisinau
Language requirement:	Romanian, Russian and English
Contract Duration:	August 2019 – April 2022, estimated workload: up to 265 workdays

A. 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.

B. OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT:

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.

Job Summary / Responsibilities:

- Elaborate Communication Strategy and Action Plan:
- Develop a professional media package to provide background information about the project, and establish processes for: (i) regular communication with media contacts; (ii) regular production of press releases; (iii) advising and assisting Project partners in managing regional media interest at the community level;
- Organize field visits (press tours) at the project partners and beneficiaries, press-clubs;
- Write stories, press releases, blog posts and news about the projects' most important achievements to be placed in the national media as well as in the local and regional websites, and provide media monitoring reports;
- Ensure communications on social media: write posts, coordinate development of assets, increase engagement in thematic groups;
- Provide support in the organization of Project public events;
- Develop concepts of various communication products such as TV programmes, publications and other promotional and information materials;
- Coordinate production of multi-media products and promotional materials (printed);
- Elaborate and submit regular reports of the activity at agreed periodicity and reporting format.

Key deliverables:

No.	Deliverables	Indicative timeframe
1.	Develop a Communication Strategy (up to 10 w/d)	By the end of August, 2019
2.	Implement the Communication Action Plan as per below: <ul style="list-style-type: none"> - Organize up to 25 media events - press tours, conferences, round tables (up to 2 w/d each), 2 press clubs (up to 3 w/d per each), - Develop informational materials for each media event: 25 press releases (1 w/d), and up to 20 success stories (2 w/d) - Develop printing materials: flyers, posters, etc. (up to 10 w/d overall) - Development of 10 audio-visual materials and distribution on TV, Radio, including on Social Media (up to 10 w/d each) - Timely submission of reports ensured 	By the end of April 2022
3.	Monitoring and evaluation of communication impact. Contribution for Progress reports (up to 2 w/d)	Quarterly

NOTE:

1. Progress reports and final report must be provided in English, in a succinct and user-friendly language, hard and electronic copies. The deliverables require the endorsement by the Project Manager.
2. Payment will be made in monthly instalments upon the successful completion of the tasks assigned.

C. ORGANIZATIONAL SETTING

This is a part-time consultancy. The National Consultant will work under the direct supervision of and in cooperation with the Project Manager and project staff. The Consultant will work remotely, and the communication will be conducted via email, SKYPE and phone. The Consultant will provide short weekly progress reports via email.

Performance evaluation

The Consultant's performance will be evaluated against timeliness, responsibility, initiative, creativity, communication, accuracy, and overall quality of the delivered products.

Travel and other logistic arrangements

The Consultants are expected to carry out field media events that involves extensive travel into the Transnistrian region. Travel costs (media field visits, press trips, interviews and official events) to Transnistrian region will be covered by the project.

Financial arrangements

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.

D. INPUTS

The UNDP will provide the Individual Consultant with the available information and materials for the fulfilment of tasks and will provide support with the organization of project official events, media events, press trips and meetings.

E. CONFIDENTIALITY

Materials provided to the Individual Consultant and all the proceedings within the consultancy contract shall be regarded as confidential, both during and after the consultancy. Violation of confidentiality requirements may result in immediate termination of contract.

F. SKILLS AND EXPERIENCE REQUIRED

- 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.

The United Nations 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.