



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **17 January 2013**

**Country:** Republic of Moldova

**Description of the assignment:** National Consultant/Communications expert to support the Ministry of Education of the Republic of Moldova

**Project name:** Transitional Capacity Support for the Public Administration of Moldova

**Period of assignment/services:** February 15 – June 15, 2013 (4 months)

Proposals should be submitted online by pressing the "Apply Now" button no later than **February 1, 2013**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [victor.dragutan@undp.org](mailto:victor.dragutan@undp.org). Please notice that this address is for information requests only; please do not send or copy your application package to this address.

Please notice that, in line with TCS Project rules, which guard against subtracting capacity from the civil service, current civil servants are barred from applying for this position. The former civil servants are eligible to apply not earlier than in a year after the separation from civil service.

### 1. BACKGROUND

The project "Transitional Capacity Support for the Public Administration of Moldova" was designed upon the request of the Government of Moldova to enhance capacities of the Moldovan Central Public Administration in order to accelerate the reform process and achieve Moldova's short- and medium term development goals. The project seeks to address urgent short-term capacity needs of the public administration, through provision of Capacity building consultants (CBC), at a time when Moldovan central government institutions face serious financial and human resources gaps. In addition to helping the Government pursue critical reform priorities, the intervention is designed to catalyze the on-going implementation of central public administration reform. It is coordinated and managed by the United Nations Development Programme (UNDP) and State Chancellery of Moldova and will complement on-going work by other donors.

The Moldovan diaspora and non-governmental sector, including the private and civil society sectors, would be the main source for such consultants, who can be employed on an open competitive basis for a defined period. CBC would be engaged and their TORs defined in a way that would protect the integrity of the civil service work to strengthen its intrinsic capacity. The project needs to guard against subtracting capacity from the civil service. In most cases, the sub-projects will be composed of national consultants – professionals who provide advice, coaching, and skills that are not expected to be performed on a permanent basis by the civil service.

The Government Program "European Integration: Freedom, Democracy and Welfare" (2011-2014)

envisages that the educational system of the country needs to be brought in line with the EU standards and requirements alongside three main pillars: pre-university education; higher education and research; and induction and continuous training of civil servants. In line with these strategic objectives, the Ministry of Education (MoE), the central authority of public administration charged with the development and implementation of the state policy in education, has the mission of developing and promoting the state policy in education in line with the international standards of social and economic development, developing education strategies, ensuring continuous modernization and alignment with the European education system, and providing access to education, research and professional development for all citizens of the Republic of Moldova.

Acknowledging the complexity of the envisaged reforms, as well as the countrywide coverage of the proposed changes, the MoE has requested the support of two experienced national communication experts to assist the MoE in its effort of promoting the education reform at pre-school, elementary, secondary, upper secondary and tertiary levels in line with its Communication Strategy and Action Plan.

Objective of the assignment: The main objective of this consultancy assignment is to strengthen professional and institutional capacities of the MoE in the area of communication and public relations with media institutions, civil society and other external stakeholders, with the ultimate aim of improving public knowledge and awareness about the on-going and planned reforms, as well as of ensuring a better transparency of the MoE policy decision making processes through a better consultation with and accountability towards citizens and civil society.

The assignment will also contribute to the promotion of a positive image of the MoE through an appropriate reflection of the on-going activities and reforms, as well as to an increased visibility of the MoE policy results and initiatives..

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

The activity of the National Consultant will consist of providing technical assistance, guidance and day-to-day transfer of knowledge to the MoE staff, in order to strengthen its communication skills, tools and systems to better reflect the structural reform changes initiated by the Ministry. The Consultant will also assist in developing a better public relations system of the MoE, based on sustainable cooperation and dialogue with the media organizations, civil society, the private sector, local authorities, and other social partners and beneficiary groups. It is also foreseen that the Consultant will contribute to changing the overall communication culture in the MoE, promoting the concept of a 'real' press officer, who is authorized to speak on behalf of the Minister and the Deputy Ministers.

In order to achieve these proposed objectives, the National Consultant will be responsible for:

- Updating the Communication Strategy of the MoE (2012-2015);
- Supporting the elaboration of a Communication Action Plan for 2013;
- Updating the communication guide and the practical toolkit of communication methods and techniques in the area of education, in line with the principles of good governance, accountability and transparency, including media monitoring sheets, press releases, scripts for press conferences, briefing templates and other relevant tools;
- Assisting with the organization of communication events (e.g. press conferences; information campaigns etc.) in the context of the MoE activities, including identification of key target groups, development of communication messages, preparation of event scenarios; cooperation with TV and broadcasting channels on organization of appropriate TV programs; elaboration of articles for the national media and other relevant support;
- Providing guidance to the communication specialists and to other staff of the MoE in testing and applying new communication tools, in particular with regard to the process of consulting civil

society and other external stakeholders on MoE's ongoing and planned activities, at both national and local levels;

- Elaborating a database of key media institutions that cooperate with the MoE; facilitating the establishment of a permanent communication mechanism with these institutions;
- Creating and/or updating content for the web and facebook page of the MoE that informs the public about the progress of the education reform;
- Providing relevant support to the MoE in communication with the public at large and media;
- Ensuring day-to-day transfer of experience to and capacity building of the MoE staff in the planning and organization of communications and public relations;
- Developing monthly progress reports on the performed activities;
- Performing any other related activities which may emerge during the course of action.

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

#### **I. Academic Qualifications:**

- University degree in journalism, communications, public relations, or other relevant field; Master's degree in the respective areas shall constitute an advantage;

#### **II. Years of experience:**

- Minimum 3 years of experience in the areas of communications, journalism, public relations or other related field;
- Experience in advising senior public sector officials (or senior staff of other organizations) in Moldova on strategic communications, participatory consultation processes, media relations, development and implementation of information campaigns;
- Experience in drafting medium-term strategies and action plans in the area of communication, public consultation and public relations, including monitoring and evaluation tools;
- Experience in coordinating and organizing national and local level communication events, in particular information campaigns

#### **III. Competencies:**

- Proven ability to develop close working relationships with government officials, press secretaries, NGOs, the media and donor representatives;
- Proven ability to design and deliver presentations and training programs;
- Demonstrated skills in knowledge transfer techniques, such as coaching and mentoring;
- Ability to work in a team;
- Proficiency in Romanian, English and Russian;
- Excellent writing and presentation skills;
- Computer proficiency, including knowledge of MS Office products (Word, Excel, Power Point).

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

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

1. Proposal: explaining why they are the most suitable for the work requirements (please provide brief information on each of the above qualifications, item by item);
2. Financial proposal;
3. Personal CV including past experience in similar projects and contact details (phone number and e-mail address) for at least 3 references.
4. Examples of past written work (e.g. press-releases, communication plans, strategies etc.).

## 5. FINANCIAL PROPOSAL

The financial proposal shall be in USD and specify a **total** amount per month (including fees, taxes, mobile phone costs etc.). 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 of this lump sum amount.

## 6. EVALUATION

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

1. University degree in journalism, communications, public relations, or other relevant field;
2. Minimum 3 years of experience in the areas of communications, journalism or other related field;
3. Fluency in Romanian, Russian and English.

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- 70% (350 pts.);

\*Financial Criteria weight- 30% (150 pts.).

Only candidates obtaining a minimum of 245 points would be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
<b>Technical</b>		
• Experience in advising senior public sector officials (or senior staff from other organizations) on strategic communications and related issues;	More than 3 years - 40; less than 3 years- 30 ; no - 0;	30
• University degree in journalism, communications, public relations, or other relevant field;	PhD, Master degree - 40 pts.; university degree level - 20 pts.;	40
• Experience of drafting medium-term strategies and action plans in the area of communication	Yes – 30 pts.; to some extent -15 pts.; no- 0;	30
• Working experience in public relations and/or journalism field	More than 3 years - 30 pts.; 3 years - 20;	30
• Proven skills in coordinating and organizing national and local level information events, in particular information campaigns	Yes- 30 pts. ;to some extent - 15 pts.; none - 0;	20
• Proven ability to develop and maintain working relationships with government officials, press secretaries, the media, civil society at all levels;	Yes – 20 pts.; No – 0	20
• Demonstrated writing and presentation skills;	Yes – 20 pts.; No – 0	20
• Demonstrated abilities in knowledge transfer techniques, such as coaching and mentoring;	Yes – 20 pts.; No – 0	20
• Interview	85- demonstrated technical knowledge and experience;15-	130

	fluency in oral English; 15-communication/ interpersonal skills; 15 -initiative and creativity.	
<b>Maximum Total Technical Scoring</b>		<b>350</b>
<b>Financial</b>		
Evaluation of submitted financial offers will be done based on the following formula: <b><math>S = F_{min} / F * 150</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>150</b>

#### Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

#### **Important notice**

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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.

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#### **ANNEXES:**

**ANNEX 1 – TERMS OF REFERENCES (TOR)**

**ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS**