
Terms of reference

Job title:	National Consultant on Media and Communication
Programme Reference:	EU4Moldova: Focal regions Programme (EU-funded)
Contract type:	Individual Contract (IC)
Duty station:	Chişinău
Expected workload:	March 2021 – March 2022, up to 90 working days
Starting date:	March 2021

1. BACKGROUND

The EU4Moldova: focal regions Programme (further Programme) is based on the European Commission Implementing Decision on the Annual Action Programme 2018 in favour of the Republic of Moldova and is funded by the European Union and implemented by the United Nations Development Programme and United Nations Children's Fund.

The overall objective of the five-year Programme is to strengthen the economic, territorial and social cohesion in the Republic of Moldova through smart, green, inclusive, sustainable and integrated socio-economic development as well as improving the standards of living of the citizens in the focal regions: Cahul and Ungheni.

To this end, this Programme will address also the urban-rural divide and regional disparities, stimulate economic growth and job creation, refurbish and upgrade some social and technical infrastructure in selected areas (smaller towns and villages) while taking into account climate change and a gender perspective in all the activities of the Programme.

Specific objectives:

1. To strengthen transparency, accountability of local public authorities and people's participation in local governance processes in the focal regions.
2. To improve citizens' access to quality public services and utilities in the focal regions.
3. To create employment opportunities for men, women and youth in the focal regions and improve the attractiveness of the focal regions for investors and entrepreneurs.
4. To promote the SMART specialization of the economy of the focal regions through the development of the clustering and value chain approach in key economic sectors.

The Programme objectives will be achieved through measures targeted at: (i) capacity building to support the implementation and monitoring of local economic development plans; (ii) civil society engagement in local planning, governance processes and basic social service delivery; (iii) provision of investment funding in support of the creation and/or development of social and technical infrastructure which, combined with the outcomes from interventions (i) and (ii) above, will have an immediate, visible and tangible impact on employment creation, the standard of living of the population in the focal regions.

II. SCOPE OF WORK

The overall objective of this assignment for the Media & Communications Consultant (hereinafter Consultant) to assist the EU4Moldova Focal Regions Programme (hereinafter the Programme) in the implementation of the Communications Plan, drafting and editing programme external outreach materials (success stories, press releases, content for the upgraded www.eu4cahul.md and www.eu4ungheni.md, etc.), and media events organisation.

III. TASKS AND ESTIMATED WORKLOAD

The Consultant shall undertake the following key tasks:

- Write and maintain the content for www.eu4cahul.md and www.eu4ungheni.md web pages
- Write success stories, articles, blog post and press releases showcasing programme impact
- Assist the Programme in media events organisation: contact media outlets & journalists, ensure a representative media presence and coverage at the public events, create a media database of local journalists from Cahul and Ungheni regions.

The detailed tasks and deliverables are presented in the following table:

Tasks, activities & deliverables	Estimated work volume	Tentative timeframe
I. Write and maintain the content for www.eu4cahul.md and www.eu4ungheni.md web pages: <ul style="list-style-type: none"> • In close cooperation with the Programme staff and partners from the focal regions, create, develop and manage the highest level of content quality and accuracy for www.eu4cahul.md and www.eu4ungheni.md which are currently undergoing technical upgrading; • Extensive and in-depth research of Programme activities and results and synthesize the data; • Select the most relevant pictures & video (other multimedia products) to accompany the content; 	Up to 40 working days	March – July 2021

Tasks, activities & deliverables	Estimated work volume	Tentative timeframe
<ul style="list-style-type: none"> Monitor and ensure the proper content uploading on the web pages (task to be done by the web developer); Proofread all materials published on the web pages. 		
<u>Deliverable 1:</u> <ul style="list-style-type: none"> List of materials developed for the websites; List of multimedia products selected for the websites. 		
II. Write success stories and press releases: <ul style="list-style-type: none"> In coordination with the Communications Officer write success stories, articles, blogs posts and press releases about the Programmes' most important achievements and activities based on the list provided by the Programme; Collect information, interview relevant Programme partners and beneficiaries for each story, press release to be developed; Develop content and coordinate it with the relevant programme partners (in Romanian); Revise the text based on feedback; Ensure author review of the translated versions of the text (English, Russian). 	up to 30 working days (1,5 day per success story; 1 day per press release) At least 10 press releases and 10 success stories developed	March 2021– March 2022
<u>Deliverable 2:</u> <ul style="list-style-type: none"> 10 success stories and blog posts developed; 10 press releases and articles developed. 		
III. Assist Programme in media events organization: <ul style="list-style-type: none"> Support with drafting of informational materials planned to be distributed before and during the events, such as: media invitations, media fact-sheets etc; Support with the invitation of media outlets: contact and invite journalists to the event, monitor the media attendance; Support in development database of local journalists. 	up to 20 working days	March – December 2021
<u>Deliverable 3:</u> <ul style="list-style-type: none"> List of briefs developed for the events; List of media outlets invited & attending the events; List of local journalists. 		
<u>Deliverable 4:</u> <ul style="list-style-type: none"> Monthly progress reports. 		
Total number of working days estimated	Up to 90 working days	

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

Language of the deliverables: All deliverables shall be submitted in Romanian, some of them (Progress reports, briefs, press releases) in English.

IV. INSTITUTIONAL ARRANGEMENTS

The consultant will work in close collaboration with the EU4Moldova Focal Regions Programme Communications Officer.

It is expected that the Consultant begins the assignment in March 2021 and completes the assignment in March 2022.

Performance evaluation

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

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.

Travel and other logistic arrangements

There are no travels planned under this assignment. However, if any travel outside duty station (Chisinau) will be required, the administrative costs, and logistical aspects will be covered by and arranged with the support of the EU4Moldova: Focal Regions Programme team.

Financial arrangements

Payments will be made post factum on a lump-sum basis, upon submission and acceptance of deliverables and monthly reports, and certification by the Programme Manager that the services have been satisfactorily performed. The payments shall be processed based on the daily fee and the total number of days worked and reported during the reporting period.

V. QUALIFICATIONS AND SKILLS REQUIRED

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

Education:

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- University degree in communications, journalism or other related field;

Working Experience:

- Minimum 5 years of demonstrated experience in working with mass media, experience in communications, social media or related relevant fields;
- Proven experience in developing press releases and success stories (please present a portfolio of news, success stories, press releases, reportages, publications, other relevant communications materials developed within the last 5 years);
- Experience in web content development and maintenance are an advantage;
- Experience in event organization will be considered an advantage;
- Experience in similar assignments with UN agencies and/or international organizations, and/or EU-funded projects/programmes are an advantage.

Competencies:

- Excellent written communication skills, ability to present information logically, clearly and concisely;
- Effective communication skills, ability to think creatively to develop and implement innovative solutions in a challenging environment;
- Proven ability to manage diverse and complex tasks required. Ability to achieve results and meet strict deadlines in an effective manner, maintaining a high-quality standard throughout;
- Excellent organizational, inter-personal skills;
- Knowledge and skills of handling MS Office and web-based platforms;
- Proven commitment to the core values of the United Nations respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status.

Language requirements:

- Excellent command of Romanian. Working knowledge of English and Russian will be considered an asset.

The United Nations Development Programme in Moldova is committed to workforce diversity. Women and men, persons with different types of disabilities, LGBT, Roma and other ethnic, linguistic 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.