



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 13 February 2013

Country: Republic of Moldova

Description of the assignment: Assistant to the High-Level Adviser to the Prime Minister's Office on Strategic Communications and Policy Planning

Project name: European Union High Level Policy Advice Mission to the Republic of Moldova (EUHLPAM)

Period of assignment/services: March 01, 2013 - September 30, 2013

Proposals should be submitted on-line by pressing the "Apply on-line" link, no later than 26 February 2013.

Requests for clarification only must be sent by standard electronic communication to the following e-mail: administrator@euhlpam.org. UNDP will respond by standard electronic mail and will send copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. BACKGROUND

The overall objective of the project "European Union High Level Policy Advice Mission to the Republic of Moldova" (EUHLPAM) is to support the Government to implement its wider reform agenda, the Government Activity Programme and the National Development Strategy Moldova 2020, and in particular to assist the Government to develop the capacities required for the preparation, negotiation and implementation of the Association Agreement, including the Deep and Comprehensive Free Trade Area, and visa liberalization.

The specific objectives are to: Strengthen the policy-making, strategic planning and policy management capacities of selected line Ministries and State Agencies involved in the negotiation and implementation of the Association Agreement and visa liberalization; Enhance stakeholders' knowledge and awareness of EU policies, legislation and regulations in sectors strategic to the conclusion of the Association Agreement including the Deep and Comprehensive Free Trade Area, and to the implementation of visa liberalization. The EUHLPAM will achieve these objectives through the continued delivery of an optimal mix of policy, legal and institutional advice. The EUHLPAM will ensure that the Moldovan authorities have direct access to EU best practice and reform experience in order to strengthen policy design and implementation. The Mission is supported by nine local experts/assistants.

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

Description of responsibilities:

Through the EUHLPAM, an international high-level adviser has been attached to the Prime Minister's office to advise on strategic communications. The main task of the the EU High-level Policy Adviser (EUHLPAM) is to advise on internal and external communications and policy planning with specific focus on implementation and communication of the Government Programme, the National Development Strategy Moldova 2020, European integration process and other strategic issues. The successful applicant for this role will assist the high-level policy adviser in his day-to-day activities as outlined below.

Key responsibilities

- Work with High-Level Adviser to address systematic and capacity gaps in effective government communication, including: contribution to the elaboration of government communication materials ensuring consistency of communication messages; support and coordinate capacity building and training activities for government communicators initiated by the EU High Level Policy Adviser;
- Use local knowledge and experience to provide regular media and political analysis;
- Support application of the innovative communication tools and instruments suggested by the EU High Level policy Adviser, in preparing individual communication activities, including in relations with media, organization of events and use of social media;
- Prepare briefing and policy papers together with the EUHLPA and edit them in Romanian language;
- Facilitate contacts with counterparts;
- Assist and interpret in meetings with local counterparts;
- Take notes/draft minutes of conferences, seminars and round-tables, as required;
- Advance the work of the project during the senior high-level adviser's absence and make sure all emerging issues are dealt with promptly and accurately;
- Produce quarterly activity reports, as required by the project internal rules;
- Perform other tasks as assigned by the EUHLPA.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- University Degree in Communications/Journalism/Public Policy/Social Sciences or related fields

II. Years of Experience:

- Minimum 5 years of relevant experience in one or more of the following fields: Public Relations/ Media/Policy Advocacy

III. Competencies:

- Good understanding of Moldovan media landscape and of the Government systems of communication and relations with the public;
- Knowledge of the Government of Moldova's EU integration agenda and of its current implementation status; familiarity with the EU institutions and instruments is a strong advantage;
- Experience of utilizing communications in public policy campaigns, through media, events and social media;
- Strong organizational and inter-personal skills;
- Excellent drafting skills and eye for detail;
- Positive attitude and ability to work in a team;
- Ability to work under tight deadlines and communicate effectively at all levels, with sensitivity and discretion;

IV. Language:

- Excellent command of English, Romanian and Russian languages, including excellent drafting/editing skills in Romanian.

The work plans of the assistant will contain specific objectives, a detailed description of the activities, expected outputs and results, supported by objectively verifiable indicators of achievement.

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;

2. Financial proposal;
3. Personal CV and at least 3 references or the duly filled Personal History Form (P11).

5. FINANCIAL PROPOSAL

The financial proposal shall specify a daily lump-sum fee in US Dollars (USD). Payments are based upon submission and approval of monthly time-sheets and quarterly reports. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal must include a single all-inclusive daily fee. For this assignment an effort of 15 working days per month is envisaged.

6. EVALUATION

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

- University Degree in Communications/Journalism/Public Policy/Social Sciences or related fields;
- Minimum 5 years of relevant experience in one or more of the following fields: Public Relations/ Media/Policy Advocacy;

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 - 60% (300 pts);

*Financial Criteria weight - 40% (200 pts).

Only candidates obtaining a minimum of 210 technical points would be considered for the Financial Evaluation.

	Criteria	Scoring	Maximum Points Obtainable
1.	University Degree in Communications/Journalism/Public Policy/Social Sciences or related fields	(fully compliant - 40 pts; other - 20 pts)	40
2.	Minimum 5 years of relevant experience in one or more of the following fields: Public Relations/ Media/Policy Advocacy	(5 years - 30 pts, > 5 years – 40 pts)	40
3.	Good understanding of Moldovan media landscape and of the Government systems of communication and relations with public	(limited – 10 pts, satisfactory – 20 pts, extensive – 50 pts)	50
4.	Knowledge of the Government of Moldova's EU integration agenda and of its current implementation status; familiarity with the EU institutions and instruments will be a strong advantage	(limited – 10 pts, satisfactory – 20 pts, extensive – 50 pts)	50
5.	Experience in public policy campaigns, through media, events and social media	(limited – 10 pts, satisfactory – 30 pts, extensive – 50 pts)	50
6.	Excellent drafting skills and eye for detail	(extensive - 40 pts; limited - 20 pts; no - 0 pts)	40
7.	Excellent command of English, Romanian and Russian languages, including excellent drafting/editing skills in Romanian	(limited – 5 pts, satisfactory – 20 pts, extensive – 30 pts)	30
	Maximum Total Technical Scoring		300

Financial

Evaluation of submitted financial offers will be done based on the following formula:

$S = F_{min} / F * 200$

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**