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TERMS OF REFERENCE

Job title:	National Consultant/Communications Expert to support the Agency for Medicines
Duty station:	Chisinau, Moldova
Reference to the project:	"Transitional Capacity Support for the Public Administration of Moldova"
Contract type:	IC
Starting date:	July, 2012
Duration of assignment:	6 months

Job content

I. 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 Program (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 access of all citizens of Moldova to good quality public health services, including medical and pharmaceutical services, represents an important priority for the Government of Moldova Action Plan 2011-

2014, in particular in the context of achieving the national Millennium Development Goals. The Ministry of Health, with its subordinated agencies, is the main responsible body for the development of the policies and reforms in the health sector. The Agency for Medicines (AM) is one of these institutions, responsible for the implementation of state policies in the area of medicines and pharmaceutical activity, including authorizations; supervision and control of the pharmaceutical market; monitoring and coordinating the supply of the medicines to public health institutions; as well as implementation of relevant communication activities for its key target groups and the large public, in order to disseminate information about the on-going activities.

At the same time, the Strategy for the Development of the Health Systems (2008 – 2017) acknowledges the fact that strategic, targeted communication is crucial for a successful implementation of the reforms in the health system, which would affect the whole Moldovan population. It envisages that the elaboration and implementation of relevant Communication Strategies and Plans in the health sector would constitute a key activity throughout the reform period.

While the AM was established in 2005, so far it lacked a comprehensive Communication Strategy and Plan. In this context, acknowledging the need for an enhanced communication of the implemented activities and reforms, the AM has requested the support of an experienced national communication expert, to assist the with the elaboration and implementation of a medium term Communication Strategy and an Action Plan (2012 – 2014), and provide relevant support with the implementation of the required mechanisms and activities.

Objective of the assignment: The main objective of this consultancy assignment is to strengthen professional and institutional capacities of the relevant staff of the AM in the area of communication with relevant health institutions (both public and private), as well as with key external stakeholders as media institutions, civil society, with a view to raise awareness and promote transparency and easy access to relevant information, as well as to build a positive image of the institution and its achieved results.

Organisational setting: The National Consultant will work under overall guidance and management of the General Director of the AM, and under the direct supervision of the TCS Project Manager – for administrative and clearance aspects. The Consultant will work as an integral part of the AM management office and will report to the General Director on his/her activities, progress and findings on a regular basis.

The work will involve extensive coordination with the Ministry of Health (in particular the Communication Unit), medical institutions, central and local level public authorities, civil society, media, and other stakeholders as relevant.

The work will be office-based, and full-time availability would constitute an advantage.

II. Scope of work and expected outputs:

The scope of the work of the National Consultant is to provide assistance to build and strengthen the capacities of the MA to develop, implement and co-ordinate a Communication Strategy and Action Plan (2012-2014), complementary to the reform in the health/medicines sector. The consultant is expected to support the day-to-day operation of the AM, including by means of on-going transfer of knowledge to relevant staff.

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

- Undertaking a baseline diagnosis of the skills, methods, and systems in place in the AM in the area of communication and subsequently supporting the development and implementation of a new mid-term Communication Strategy and Action Plan (2012-2014), which would take account of lessons learned and will promote new visions and tools on how to communicate with key stakeholders;
- Elaborating a Communication Guide and toolkit for the medicines sector, including templates for media monitoring, press releases, press conferences, briefings and other relevant communication activities, as per the elaborated Action Plan; subsequently supporting with the application of the methods and tools included the Guide;

- Assisting with the organization of communication events (e.g. press conferences; information campaigns etc) in the context of the AM 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;
- Elaborating a database of key media institutions that cooperate with the AM; facilitating the establishment of a permanent communication mechanism with these institutions;
- Reviewing and improving the structure and content of the AM website;
- Providing relevant support to the General Director of the AM in communication with the public at large and media;
- Providing recommendations for establishment of an efficient system of handling information, including requests from the media and civil society, and disseminating and coordinating information within Governmental structures, including Ministry of Health, National Health Insurance House and other relevant authorities;
- Supporting the establishment of an effective and efficient media monitoring system, using modern IT technology;
- Undertaking continuous transfer of experience to the relevant staff of the AM, including training sessions;
- Preparing monthly progress reports of the component activities and annually final report;
- Performing any other related activities which may emerge during the course of time in line with the agreed tasks and responsibilities.

III. Deliverables

Nr.	Deliverables	Timetable
1.	Baseline diagnosis report	1 st month
2.	Communication Strategy (2012-2014) and Action Plan, including a monitoring tool	2 nd month
3.	Communication Guide and toolkit	3 rd month
4.	On-going support in the day-to-day use of the Communication Guide and toolkit, including in the preparation of press releases, scenarios for press conferences and other relevant assistance	Throughout the period, monthly
5.	An improved system of handling media and civil society enquiries addressed to the AM; data-base of key media partners; and a media review tool	4 th month
6.	An improved mechanism for the coordination with other governmental institutions (e.g. ministries, agencies etc.)	5 th month
7.	Support to the General Director	Throughout the period
8.	Support with the permanent monitoring of the Action Plan implementation, including recommendations for improvement	Monthly starting with 3 rd month; a comprehensive final report during 6 th month
9.	Web page content reviewed and up-dated	5 th month
10.	Training needs assessment in the area of communications and further on monthly capacity building sessions for the staff of the AM; on-going coaching of AM staff.	Needs assessment – 1 st month Capacity building sessions - monthly
11.	Progress reports	Monthly

12.	Final Report	6 th month
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IV. Qualifications and skills required:

- University degree in communications or other relevant field; Master degree in the respective areas will constitute an advantage;
- Minimum 3 years working experience in public relations and/or journalism field;
- Experience of drafting medium-term strategies and action plans in the area of communication, public consultation and public relations, including monitoring and evaluation tools;
- Knowledge of media/public relationships environment in Moldova;
- Knowledge about the management of the public health sector, in particular the medicines/pharmaceutical area, would constitute an advantage;
- Proven ability to develop and maintain working relationships with government officials, press secretaries, the media, civil society at all levels;
- Proven ability to design and deliver presentations and training programs;
- Fluency in Romanian, Russian and English;
- Computer proficiency, including knowledge of MS Office products (Word, Excel, Power Point).

Minimum selection criteria:

1. University degree in communications or other related field;
2. 3 years working experience in public relations and/or journalism field;
3. Fluency in Romanian, Russian and English.