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TERMS OF REFERENCE

Consultant on Media and Communication

Job title:	Local Consultant (part time)
Duty station:	Transnistrian region
Reference to the project:	"Support to Confidence Building Measures" Programme
Contract type:	Individual Contract (IC)
Expected workload:	12 months with a possibility of extension (up to 10 working days/month)
Starting date:	01 October, 2013

Context:

The "Support to Confidence Building Measures" Project is a three-year initiative funded by the European Union, co-funded and implemented by the UNDP. The main objective of the project is to increase confidence between Chisinau and Tiraspol by involving municipalities and civil society organizations in confidence building projects.

The project includes activities in the fields of business development, civil society development, rehabilitation of infrastructure on both banks of Nistru River, environment, healthcare etc.

Activities on-going in the framework of the project include: provision of support to confidence building initiatives and actions that foster development of civil society, responding to pressing community needs and helping citizens solve their problems through common work and participation; improving the flow of information and increasing the information space; empowering communities to implement and monitor development priorities as well as local actors to deliver services and upgrade the basic infrastructure.

Objective: To prepare and oversee the implementation of a communication and visibility campaign/activities in Transnistria in line with EU/UNDP visibility guidelines, covering activities in the framework of the "Support to Confidence Building Measures" programme. Provide proactive support to the project team and the project beneficiaries in order to publicize as much as possible the works of the programme in the region in close coordination with SCBM Communications Consultant.

Specific tasks and responsibilities:

Under the direct supervision of the Programme Manager and the overall supervision of UN Communication Officer, in close cooperation with the SCBM Programme Communication Consultant, the Media and Communication Consultant will be responsible mainly for the communication and visibility of the project activities in Transnistria and shall:

- Identify confidence building measures communication and awareness needs in Transnistria to ensure visibility for the SCBM programme;
- Provide inputs into the further development of an overall Media and Communication Strategy in Transnistria. The Strategy should include an overview of the main communications goals, impact objective(s), target audiences, communication components to be addressed, action plan (targets to be achieved, activities and their timeframe, ways and methodologies to be used), monitoring and evaluation indicators, risks, recommendations and budget. Note: the Plan should be developed for short, medium and long term (2013-2015);
- Provide inputs to the Communication Action Plan for the Transnistrian region containing a series of concrete activities and information, education and promotional materials (including TV spots, TV/radio programmes, printing of brochures, etc.) for reaching different target groups;
- Coordinate and provide support in the implementation of the Communication Action Plan, which will include awareness raising campaigns and events on confidence building measures between Chisinau and Tiraspol;
- In coordination with the programme team ensure continuous public access to the information related to the work of the Support to Confidence Building Measures Programme;
- Develop awareness products and together with the programme team be responsible for updating and placing the information on the websites;
- Write stories, press releases and news about the projects' most important achievements to be placed in media outlets as well as local and regional websites;
- Promote the projects' results in Transnistrian media outlets by organizing and facilitating interviews with experts in the area, etc. ;
- Ensure and maintain the cooperation and communication with Transnistrian mass-media and other organizations;
- Collect factual information and prepare photographic materials from field visits in order to prepare the bi-annual news digest on the implementation of project's activities;
- Provide support in preparing analytic briefs, talking points and public appearances of UNDP/EU representatives to ensure improved and better targeted formulation of messages with regards to confidence building activities and visibility of the SCBM Programme;
- Participate in communication meetings related to the activities;
- Elaborate and submit regular reports at the agreed periodicity and reporting format;
- Perform other communications duties as assigned.

H: Deliverables:

No.	Deliverable/milestone	Indicative timeframe
1.	Input into the Media and Communication Strategy	October 2013
2.	Action Plan for Transnistria elaborated	October 2013
3.	Concepts of TV/Radio programmes, promotional material, etc. elaborated	October 2013
4.	Effective coordination of Media campaign and activities provided;	Monthly
5.	Communication and Media products delivered	Monthly
6.	Support for the preparation of analytic briefs, talking points and public appearances of EU/UNDP representatives delivered	Monthly
7.	Ensure the visibility of projects; prepare photographic materials from field visits; update and place the information on websites etc.	Monthly
8.	Timely submission of reports ensured	Quarterly

I: Organizational and financial arrangements:

The Media and Communication Consultant will work under direct supervision of the Programme Manager and with coordination with SCBM Communication Consultant.

The consultant shall present the deliverables/reports on deliverables to the Programme Manager one week prior to the last day of each month. The monthly payments shall be processed based on the daily fee and number of working days during the month of reporting in accordance with the deliverables schedule agreed prior to the signature to the contract. The deliverables and their schedule of presentation may be subject to amendment upon discussion agreement with the Programme Manager.

J: Qualifications and skills required:

- ◆ University degree in public relations, communication, journalism, political science or any relevant field;
- ◆ Minimum five years of demonstrated experience in working with mass media or as a communication consultant;
- ◆ Experience in the coordination and administration of communication activities in an international organization or non-governmental organization would be an asset;
- ◆ Good understanding of the subtleties in working with the representatives of the authorities, NGOs, mass-media and donors active in the area;
- ◆ Proven experience in working with the Transnistrian media;
- ◆ Effective communication skills with different categories of people, including public officials, mass media and NGO representatives;
- ◆ Excellent self-organization abilities;

- ◆ Ability to work in a team; initiative, resourcefulness, timeliness;
- ◆ Excellent knowledge of the Russian language including excellent writing skills;
- ◆ Computer literacy and ability to effectively use office technology equipment, IT tools.

Personal attitudes and qualities: Good interpersonal skills, solid judgment/ decision making, initiative, creativity and team player, self-starter and results-oriented responsibility/accountability, confidentiality, thoroughness, objectivity, flexibility and promptness.