



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

**Date: August 16, 2013**

**Country:** Republic of Moldova

**Description of the assignment:** Consultant on Media and Communication

**Project name:** "Support to Confidence Building Measures" Programme

**Period of assignment/services:** 12 months, October 2013 - September 2014, up to 10 working days per month (with possibility of extension)

Proposals should be submitted **on-line**, no later than September 02, 2013.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [natalia.djandjgava@undp.org](mailto:natalia.djandjgava@undp.org). UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

### 1. BACKGROUND

In early 2012 the UNDP Moldova launched a 3-year "Support to Confidence Building Measures" Programme (SCBM Programme), funded by the European Union and co-funded and implemented by the UNDP Moldova. The overall objective of the Programme is to build confidence between Moldova and the Transnistrian region by promoting economic and social development of communities and involving local authorities, civil society organizations, business community and other stakeholders in joint work.

Specific objectives of the SCBM Programme are:

- To enhance economic development in the Transnistria region and the security zone and contribute to economic rapprochement between the two banks of the Nistru River by promoting cross-river exchanges and expanding the range of catalytic business support services;
- To empower local communities and actors from both sides to participate in collaborative projects addressing pressing development needs and ensure the delivery of essential public services;
- To address common environmental development concerns by creating opportunities and platforms for joint collaboration from both banks;
- To foster civil society development by enhancing the capacity of NGOs to generate activities which promote cross-river collaboration and address key development needs.

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

To prepare and oversee the implementation of a communication and visibility campaign 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 Communication Consultant. For detailed information, please refer to Annex 1 – Terms of Reference.

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

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

- ◆ University degree in public relations, communication, journalism, political science or any relevant field;

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

- ◆ 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;

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

- ◆ Effective communication skills with different categories of people, including public officials, mass media and NGO representatives;
- ◆ Excellent self-organisation 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.

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

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

1. Cover letter, explaining why they are the most suitable for this position;
2. Financial proposal in USD;
3. Personal CV including past experience in similar projects and at least 3 references.

### **5. FINANCIAL PROPOSAL**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). 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 (including fee per day, travel, mobile phone costs, and number of anticipated working days).

### **Travel**

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station, 2 trips per month.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

## 6. EVALUATION

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

- ◆ 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;
- ◆ Proven experience in working with the Transnistrian media;

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 points would be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
<b><u>Technical</u></b>		
University degree in public relations, communication, journalism, political science or any relevant field	University degree – 20 pts., Master degree – 30 pts.	30
Minimum five years of demonstrated experience in working with mass media or as a communication consultant	5 years – 30 pts., >5 years – 50 pts.	50
Proven experience in working with the Transnistrian media	each year of such work – 10 pts., up to 50 pts.	50
Experience in the coordination and administration of communication activities in an international organization or non-governmental organization would be an asset	up to 20 pts.	20

<b><u>Written test and Interview</u></b>		
Good understanding of the subtleties in working with the representatives of the authorities, NGOs, mass-media and donors active in the area	up to 30 pts.	30
Effective communication skills with different categories of people, including public officials, mass media and NGO representatives	up to 30 pts.	30
Excellent knowledge of the Russian language and writing skills	up to 50 pts.	50
Ability to work in a team; initiative, resourcefulness, timeliness	up to 30 pts.	30
Computer literacy and ability to effectively use office technology equipment, IT tools	up to 10 pts.	10
<b>Maximum Total Technical Scoring</b>		<b>300</b>
<b><u>Financial</u></b>		
Evaluation of submitted financial offers will be done based on the following formula: <b><math>S = F_{min} / F * 200</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>200</b>

#### 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**