



## TERMS OF REFERENCE

<b>Job title:</b>	<b>International Consultant/Communications adviser to the Speaker's office</b>
<b>Duty station:</b>	Chisinau, Moldova
<b>Reference to the project:</b>	"Improving the quality of Moldovan democracy through parliamentary and electoral support"
<b>Contract type:</b>	Individual Contract
<b>Duration of assignment:</b>	4 months
<b>Starting date:</b>	01 November, 2013

### **Objective of the assignment:**

The expected output for the Communications adviser's assignment is to provide strategic advice to the Parliament, in particular to the Speaker of Parliament and its Office on internal and external communication with specific focus on the implementation of the Parliament's Communication Strategy, country's European integration agenda and related reforms. The adviser will also coach parliamentary staffers on how to communicate effectively.

The Communications adviser will ensure a high level of analytical support, facilitating the communication and cooperation with the Parliament and other stakeholders. The assignment shall be carried out in close cooperation with the Communication Department of the Parliament of Moldova.

### **Background:**

During the last two years the Parliament of Moldova has been very active in developing its organizational setup in order to improve the legislative process and have prompt reaction to changes and priorities of the society. In this regard, important internal regulations and policies were approved, the document flow optimized, the capacities of staffers increased.

Following several elections and political crisis, Parliament's image was seriously affected. According to the last opinion polls, the perception of trust in parliament is slowly but steadily decreasing, from 29.5% in 2010 to 12% in 2013. Lack of adequate working conditions (parliament's main building is still under reconstruction) affects parliament's capacity to efficiently communicate too.

In this context, it is essential to foster good communication mechanisms and to improve the information channels within the Parliament, on the one hand, and between Parliament and CSOs, media, academia, private sector and citizens, on the other hand. The Moldovan Parliament approved a 4-year Communication Strategy in 2011 and its implementation is (although slowly) ongoing. Recently, the Parliament of Moldova elected a new Speaker. The Speaker represents the institution and is overall responsible to communicate about important political issues and legal changes which affect the society. Therefore, he and his office need extra support for establishing an efficient, systematic and continuous process of interaction with different stakeholders. This will increase the transparency of the institution, will bring Parliament closer to citizens, and finally, will build the confidence of civil society in Parliament.

In this regards UNDP Democracy programme is seeking to hire a full-time qualified professional for a period up to 4 months, who will contribute to a better communication of parliament and advice on how to improve its image.

**Scope of work and expected output:**

The Communications adviser will assist the Parliament, in particular the Speaker of Parliament and his office in shaping and developing dynamic communications, raising parliament's public profile and establishing a systematic and continuous process of interaction with different stakeholders.

The Communications adviser will conduct comprehensive research and analysis of information (i.e. country's European integration agenda and other related reforms), gathering and developing information from a variety of sources such as reports, interviews, research on trends and developments, electronic and print media, preparing and delivering to speaker's office an effective communication for the dissemination to the key audience. The adviser will also assist in implementing Parliament's Communication Strategy by advising on and executing communications activities, coaching and where needed provide training to parliamentary staffers on communications techniques and tools.

To achieve the stated objectives, the Communications adviser will be responsible for:

- Getting acquainted with Parliament's Communication Strategy (2011);
- Assessing the effectiveness of existing communications means, procedures used by Parliament, identify gaps and provide recommendations on strengthening internal and external channels to spread the information within the parliament and outside of it (e.g. intranet, newsletters, illustrated magazines, etc.);
- Implementing press monitoring mechanisms and contribute to their replication in the communication practice of the Parliament of Moldova;
- Providing advice on media strategy and engagement ahead of and during official visits by the speaker of Parliament;
- Providing guidance and support to Parliament of Moldova Communications Department in collating and re-writing technical and official documents in a media-friendly and informative manner;
- Coaching communication staffers on how to develop and maintain contact with key journalists on parliament matters;
- Coordinating and supervising press conferences, media briefings and interviews;
- Coaching parliamentary staffers on writing and editing press releases, briefing papers and speeches;
- Contributing to the content of the parliament's website by providing text, photos and audio-visual materials;
- Supporting the establishing of an efficient and structured communication system with the Government, with other national institutions, the national media, business associations and with international partners;
- Contributing to the day-to-day transfer of experience to and capacity building of the parliamentary staffers responsible for communication in the planning and organization of communications and public relations events;
- Developing and updating outreach strategy guidelines, templates and checklists and works with the support team to produce communication event guidelines and tools;
- Developing monthly progress reports on the performed activities
- Coordinating the above mentioned activities with the Parliament of Moldova Communications Department;
- Any other duties that may be assigned by the Speaker or Head of Communications Department.

## Deliverables and Timeframe:

1.	A detailed <b>Work Plan developed</b> , coordinated with UNDP and Parliament of Moldova Communication Department	<b>6 November, 2013</b>
2.	Ongoing support to the Speaker of Parliament and its Office on internal and external communication provided	<b>During the contract validity period</b>
3.	<b>A Report on parliament's internal and external communication</b> , containing an overview of the current situation, a list of specific findings and recommendations for improvement <b>developed</b>	<b>30 November, 2013</b>
4.	Outreach strategy guidelines and templates developed	<b>18 December, 2013</b>
5.	Two half-day trainings on communication techniques and tools for parliamentary staffers provided	<b>20-21 January, 2014</b>
6.	Parliament's official web page – <a href="http://www.parliament.md">www.parliament.md</a> – completed with news, storylines, articles etc	<b>During the contract validity period</b>
7.	Monthly activity report developed*	<b>By the date of 5 of the next month</b>
8.	A final report on the assignment with mission findings and recommendations developed	<b>28 February, 2014</b>

\*The Report will have to be approved by both UNDP project manager and head of Communications Department.

## Time frame and Institutional arrangements:

The timeframe for this assignment is planned tentatively through November 2013 – February 2014. The consultant will work 8 hours per day (40 hours per week) within the period of 4 months in total and will be located in the premises of the Parliament. The Parliament will provide consultant with working space, access to Internet, printer and telephone line.

## Management Arrangements:

The Communications adviser will work under the guidance of UNDP's counterpart at the Parliament of Moldova (Communications Department) – for substantive aspects of the assignment, and under the direct supervision of Project Manager – for administrative aspects. The consultant will report to the Parliament appointed representative and the Project Manager. Monthly progress reports will be presented to the Project Manager and Parliament appointed representative.

## Financial arrangements:

Payment will be disbursed in four instalments upon submission and approval of deliverables and certification by the Project Manager that the services have been satisfactorily performed.

## Qualifications and skills required:

### Qualifications:

- A Bachelor's degree or equivalent in communications, journalism media studies, international affairs or any other appropriate field;

- At least 8 years of relevant professional experience such as a spokesperson / public relations specialist, preferably for a national or international public administration of an EU Member State or an EU Institution;

Experience:

- Working experience in public relations field, media, providing high level communication services to EU governments or to candidate countries;
- Experience in developing and implementing Communication/PR Strategies;
- Experience of coaching and conducting participatory trainings, workshops, and presentations on internal and external communication;
- Experience in covering political, parliamentary, social or economic issues;
- Experience in working with parliament, government and/or international organizations (successful experience in working with UN agencies is an asset);

Abilities:

- Excellent knowledge of social media tools;
- Ability to analyse, plan, communicate effectively orally and in writing, draft report, solve problems, manage PR projects/ events, organize and meet expected results, adapt to different environments (cultural, economic, political and social);
- Outstanding drafting and communication skills;
- Fluency in English. Fluency in Romanian or German would be a strong asset.

Skills:

Computer literacy and ability to effectively use office technology equipment, IT tools.