



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **7 November 2013**

Country: Republic of Moldova

Description of the assignment: Communications advisor on preparation of communication strategy for the Central Electoral Commission of Moldova

Project name: Democracy Programme/Elections

Period of assignment/services: 4 December 2013 – 24 January 2014 (20 working days)

Proposals should be submitted online by pressing the "Apply Online" no later than 21 November 2013.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: beatricia.revenco@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.

Qualified women are encouraged to apply.

Due to large number of applications we receive, we are able to inform only the successful candidates about the outcome or status of the selection process.

1. BACKGROUND

UNDP Moldova "Programme for improving the quality of Moldovan Democracy through Parliamentary and electoral support" is a multi-year institutional development programme that aims to support the institutional consolidation and modernization of both Moldovan Parliament and Moldovan Central Electoral Commission (CEC).

Electoral component of the Programme (further referred as Programme) provides continuous assistance to the Central Electoral Commission towards:

- Improving the capacity of the CEC to meet European gender and human rights standards;
- Improving the institutional environment for electoral management bodies that can deliver inclusive and modern electoral processes;
- Improving the electoral and population registration process of the Republic of Moldova.

The Central Electoral Commission of the Republic of Moldova is a permanent and independent state body, managing the electoral process in Moldova, consisting of nine members. The CEC is assisted and supported by an Apparatus (secretariat) consisting of 37 persons, including 5 in communications department.

One of the strategic objectives of the CEC Strategic Plan for 2012-2015 is development of a communication strategy. The communication strategy shall have the overall objective to improving communication between the electoral administration and citizens. The communication strategy shall enable the CEC to plan and implement activities with adequate budget towards increasing transparency in electoral processes and trust in electoral administration and electoral outcomes.

2. OBJECTIVES:

The Programme intends to contract an International Consultant (further referred as "Consultant") to provide the CEC, specifically the CEC Communications Public relations and Mass Media Department (CEC Communication department), with necessary advice and support in preparing a comprehensive communication strategy for the CEC as institution and Communication strategy for the upcoming Parliamentary Elections 2014/2015.

The Consultant will act as mentor and adviser to CEC Communications department. The Consultant jointly with the CEC Communications department shall be responsible to prepare the following documents:

- Draft communication strategy of the Central Electoral Commission of the Republic of Moldova (Communication strategy for the CEC as an institution);
- Draft communication strategy and communication plan for 2014 Parliamentary Elections of the Republic of Moldova (Communication strategy and plan for 2014 Parliamentary elections).

Both communication strategies shall be submitted for approval to the CEC Moldova.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- Master's degree or equivalent in communications, journalism, media studies, international affairs or other relevant field;

II. Years of experience:

- At least 5 years of relevant professional experience in communications, including inter alia, spokesperson, public relations specialist, communications consultant.
- Proven experience in developing communication/public relations strategies;
- Working experience in the field of media, public relations and/or communications advisory services to established Electoral Management Bodies of EU or EU candidate countries would be an advantage;
- Experience in working with UN agencies will be an asset

III. Competencies:

- Ability to analyse, plan, communicate effectively orally and in writing, draft report, manage communication projects/events, organize and meet expected results, adapt to different environments (cultural, economic, political and social);
- Outstanding drafting and communication skills;
- Excellent knowledge of social media tools;
- Full professional knowledge of English; knowledge of Romanian and/or Russian would be an advantage.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

1. Proposal:
 - (i) Explaining why they are the most suitable for the work;
 - (ii) Provide a brief methodology on how they will approach and conduct the work (if applicable);
2. Financial proposal;
3. Personal CV including past experience in similar projects, the duly filled Personal History Form (P11) 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 travel, per diems, and number of anticipated working days).

Travel

The consultant is required to undertake two missions to Chisinau, Moldova - one during December 2013 and second during January 2014. Consultancy shall involve 20 days of work in Moldova.

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

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:

- Master's degree or equivalent in communications, journalism, media studies, international affairs or other relevant field;
- At least 5 years of relevant professional experience in communications, including inter alia, spokesperson, public relations specialist, communications consultant.
- Proven experience in developing communication/public relations strategies;

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
Technical		
Master's degree or equivalent in communications, journalism, media studies, international affairs or other relevant field;	Master's– 15 points; PhD – 30 points	30
At least 5 years of relevant professional experience in communications, including inter alia, spokesperson, public relations specialist, communications consultant;	5 years of experience – 25 points, each additional year – 5 points, up to maximum 40 points	40
Proven experience in developing communication/public relations strategies;	Each similar experience -5 points, up to maximum 30 points	30
Working experience in the field of media, public relations and/or communications advisory services to established Electoral Management Bodies of EU or EU candidate countries would be an advantage;	No - 0 points; yes – 40 points	40
Experience in working with UN agencies will be an asset;	No - 0 points; yes – 10 points	10
Ability to analyse, plan, communicate effectively orally and in writing, draft report, manage communication projects/events, organize and meet expected results, adapt to different environments (cultural, economic, political and social);	No - 0 points; yes – 10 points	10
Outstanding drafting and communication skills;	No - 0 points; yes – 10 points	10
Excellent knowledge of social media tools;	No - 0 points; yes – 15 points	15
Fluency in English. Knowledge of Romanian will be an asset;	Fluency in English – 15 points; Knowledge of Romanian – 10 points	25
Interview (demonstrated technical knowledge and experience; presentation skills/ interpersonal skills ; ability to manage diversity of views/ adapt to different cultural environments)	50 – demonstrated technical knowledge and experience; 30 – presentation skills/ interpersonal skills; 10 – ability to manage diversity of views/ adapt to different environments)	90
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

