



Terms of Reference

Job title:	Communications advisor on preparation of communication strategy for the Central Electoral Commission of Moldova
Duty Station:	Republic of Moldova, Chisinau
Reference to the project:	Democracy Programme / Elections
Contract type:	Individual Contract
Expected workload:	20 working days
Indicative starting date:	4 December, 2013

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.

3. KEY DELIVERABLES AND TENTATIVE TIMETABLE:

The indicative work plan of the consultant is as follows

1. Review of existing documents, interviews with CEC staff and stakeholders and elaboration of an outline and initial draft of the CEC Communication strategy (4-17 December, 2013);
2. Deliver one day presentation of the draft Communication strategy (17 December, 2013) and provide opportunity for CEC to comment on the draft strategy;
3. Finalize the CEC Communication strategy based on CEC comments (13-24 January, 2013);
4. Prepare draft Communication strategy for 2014 Parliamentary Elections (13-24 January, 2013);
5. Present final draft communication strategy of the Central Electoral Commission of the Republic of Moldova and draft communication strategy for 2014 Parliamentary Elections of the Republic of Moldova to the CEC senior management (24 January 2014).

	Key deliverables:	Tentative Timetable
1	Existing documents reviewed, stakeholder analysis completed and initial draft CEC communication strategy prepared;	9,5 WD, 4 - 17 December , 2013
2	Half day presentation of the draft CEC communication strategy delivered;	0,5 WD 17 December, 2013
3	Draft CEC Communication strategy finalized and draft Communication strategy for 2014 Parliamentary Elections prepared	9,5 WD 13-24 January, 2014
4	Presentation of CEC Communication Strategy and 2014 Parliamentary Elections Communication strategy and	0.5 WD 24 January 2014

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All deliverables should be agreed with CEC and the Programme and be provided in English language in hard copy and electronically.

4. INSTITUTIONAL ARRANGEMENTS

Timeframe for the work of the International Consultant is tentatively planned through December 2013 – January 2014. Consultancy should involve 20 days of work in Moldova, in two missions (one during December 2013 and second during January 2014), coordinated in advance with the Programme. The assignment is to be finished no later than 31 January, 2014.

The consultant will work under the guidance of UNDP's counterpart at the CEC (Head of CEC Communications Department) – for substantive aspects of the assignment and under the direct supervision of the Senior Project Officer – for administrative aspects. The consultant will report to the CEC appointed representative and UNDP Electoral Specialist.

Payment will be disbursed in two installments as follows:

- 1) First installment in the amount of 50% of the contract shall be disbursed upon delivery of Deliverables 1 and 2
- 2) Second installment, the remaining 50%, shall be disbursed upon completion of the assignment and delivery of Deliverables 3 and 4.

The payment will be disbursed upon approval of deliverables by UNDP Electoral Specialist that the services have been satisfactorily delivered.

5. QUALIFICATIONS AND SKILLS REQUIRED

I. Academic Qualifications:

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

II. 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.

6. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS:

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

- a. Proposal: explaining why they are the most suitable for the work including past experience in similar Projects (please provide brief information on each of the above qualifications, item by item);
- b. Financial proposal (in USD, specifying a total requested amount per day, including all related costs, e.g. fees, per diems, travel costs, phone calls etc.);
- c. Dully completed and signed P11 Form, personal CV and at least 3 references