



TERMS OF REFERENCE

Job Title:	National communication consultant to support Moldova Social Innovation Lab (MiLab) in the new media, branding and engagement activities
Type of Contract:	Individual Contract (IC)
Duty Station:	Chisinau, Moldova
Expected workload:	up to 21 working days per month (with possibility of extension)
Expected duration of assignment:	June – December 2018

BACKGROUND

There is a fast shift taking place in the realm of public policy and development program design around the world. Rise of democracy, spread of modern technologies and knowledge, but also shrinking resources of the public and development organizations in the face of increased complexity and interconnectedness of the social challenges, mean that design and implementation of public policies and development programs has seized to be under the exclusive remit of the selected few.

Along with the opening up of the public policy space, the rise of civic activism has changed the way the Governments approach public policy development, service delivery and engage with the citizens. These trends put the Governments under increased scrutiny, leading to more transparency and accountability. Moldovan Government has also sought to ensure more openness and transparency in interaction with public, including through implementation of E-transformation agenda and setting up the on-line Aid Management Platform (AMP). The Government has increasingly looked to tap into expertise and solutions from other sectors and wants to move towards 'networked governance' solutions to the issues it faces daily.

UNDP Moldova, through MiLab, has supported national counterparts in embarking on several innovative projects that seek to apply innovative approaches to engage with citizens and enable people to contribute stronger to the country's development. Some previous examples include: gaming for youth employment;

applying behavioural insights for TB treatment; the piloting of the Public Service Evaluation Tool; ImiPasa platform for civil reporting; participatory measurement of multidimensional poverty, and others.

MiLab acts as a multilateral platform serving to engage actors from different sectors (public, private, non-profit, etc.) to seek and experiment with innovative approaches to the society's problems. MiLab's work is closely aligned with the Government's priorities and structured around three key service lines:

1. **Public service reengineering:** Support national action plan on the modernization of public services, together with the colleagues from the e-Government Centre and Public Services Agency, helping to apply innovative tools (design thinking, behavioural insights, data, etc.) to better achieve reform agenda on the modernisation of public services;
2. **Evidence-based policy-making:** Promote evidence-based policy-making by supporting the use of alternative data for policy design and robust tools (e.g. randomised control trials) for policy impact evaluation;
3. **Public engagement and crowdsourcing for policy:** Support Government's engagement with citizens around strategic policy priorities through collective intelligence.

OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT

The **national consultant** is expected to provide support to various MiLab interventions as it regards communication, outreach, various visibility activities and capacity building undertakings through:

- Evaluating the MiLab branding and communication strategy and updating it for the objectives and goals identified jointly with project team for 2018, updating the Annual Communication Plan;
- Identify target audiences, beneficiaries actual and potential, and develop and implement strategies for engaging and influencing them. Ensuring the development and implementation of project's communications and branding/positioning strategy and communication plans for MiLab in general and each intervention under implementation in 2018;
- Developing effective new media campaigns and ensuring efficient dissemination of results achieved within each intervention through tailored written and audio materials, v/blogs, social media among others;
- Identify and communicate about novelties in innovations field to the Lab's target group, locally and internationally, identify the proper channel of communication in each case;
- Develop MiLab's online community, by engaging with stakeholders via social media and other channels;
- Develop and distribute press-releases, success stories, blog posts, photo essays, newsletters;
- Facilitate development of a wide range of promotional materials: printed, web, visual - audio and video;
- Take and edit photos, take stock of all photos of the project;
- Maintain and increase database of MiLab subscribers, ensure increased hits on the website and reach of the social media accounts;

- Manage MiLab's social media accounts: Facebook, Twitter, Medium, SlideShare, Flickr, YouTube and www.milab.md website: to ensure consistency of both language versions based on corporate requirements and maintain the content up to date.
- Provide analytical, and administrative support in the delivery of events, workshops and seminars;
- Contribute with inputs to Final Evaluation notes after each event (results achieved, lessons learned, recommendations for similar future events);
- Contribute to UNDP Moldova social media and web presence;
- Consultant shall ensure monitoring and evaluation of the communication and outreach activities through monthly brief narrative reports to MiLab team;
- Strictly observing UNDP standards and practices related to communication and visibility efforts, including applying a gender sensitive approach to communications; all developed materials shall be adapted into Romanian/English/Russian depending on the specific requests from the Project team.

Key deliverables:

Deliverables	Deadlines/ Timeframe
Baseline evaluation and tailored communication/outreach strategy and action plans developed for the project, in a participative manner, consulting relevant stakeholder groups.	up to 10 w/d
Media campaigns developed and conducted to reach target MiLab stakeholders (civil servants, civil society, development organizations) and increase both: awareness about MiLab work and engagement in its activities.	up to 7 w/d per campaign
Development and facilitation of concepts for video/audio/ animated presentation spots to promote specific interventions.	up to 3 w/d per each concept
Tailored press-releases and media invitations for MiLab events in all required languages.	0,5 w/d per each press-release and invitation
Organization of communication/engagement events for the promotion of MiLab activities (press-conferences, live interventions on press-centres, meetings with civil society, stakeholders etc.) and their mediatization through: Live posting of photos and short videos from the event on chosen Social Media channels.	up to 3 w/d per event
Draft a monthly online newsletter on MiLabs activity, for Lab's target audience in public sector.	up to 3 w/d per newsletter
Elaborate a communication strategy of the Innovation in Governance Forum (V	by the end of July,

edition), including: creating a visual concept and a suggestive headline, social media posts, offline events (e.g. press-brunch) a.o.	2018, up to 10 w/d
Develop minimum 2 articles/blogs on the Innovation in Governance Forum (V edition) in all required languages.	1 w/d per article
Conduct email marketing campaigns (mailchimp, sendgrid etc) that will aim to update the potential attendees on the Governance Forum (V edition) call to register, preparation progress (new speakers, new workshops in the agenda) and encourage them to spread the word in their own community (ambassadorship).	up to 4 w/d
Create and implement a Social Media strategy for MiLab events (Governance Forum, ImiPasa.md awareness, PSET, etc).	up to 4 w/d per event
Running organic online media campaigns on Social Media channels (tailored to individual profiles), ensuring that MiLab's message reaches the target audience.	By the end of December, 2018
Write materials (e.g. short blog articles, success stories, blog posts, informative notes or similar) disseminated through local media.	up to 2 w/d per each material
Maintain a daily interaction with MiLab audience by posting at least 5 weekly updates/posts featuring social innovations on MiLab's Facebook page and 5 updates on Twitter.	3 w/d per month, up to 40 w/d in total
Monitor the relevant events for outreach and coordinate MiLab's participation to promote social innovations among civil society organizations and initiative groups.	By the end of December, 2018
Assist the Project Team with other tasks that ensure outreach and visibility.	By the end of December, 2018
Create quality content (picture, infographics, short videos and video interviews, quotes etc) for MiLab and UNDP Moldova promotion on social networks: Facebook and Twitter.	By end of December, 2018

SKILLS AND EXPERIENCE REQUIRED

Education:

- Degree in journalism, public relations, social sciences, or related areas. Additional training and certification in communication/ new media is an asset.

Experience:

- At least three (3) years of progressively responsible experience is required in communication and digital

communication, including public relations, management of social media account or consultancy;

- Proven experience in developing communication/public relations strategies and action plans;
- Proven experience of developing and conducting online campaigns and building social media presence is an asset (please include a portfolio of campaigns/ accounts managed);
- Records of writing reports, researches, articles and/or blogs;
- Experience in similar assignments with international organizations is an asset.

Competencies:

- Proven understanding of online media and new communication trends is a strong asset;
- Very good knowledge of office software packages, ability of handling web-based and social media platforms;
- Fluency in both oral and written Romanian, Russian and English is a must;
- Working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset;
- Excellent writing skills in Romanian and English.
- Ability to think creatively, to develop and implement innovative solutions in a challenging environment;
- Ability to analyse, plan, communicate with various stakeholders and present ideas clearly and effectively;
- Ability to work with online tools such as: mailchimp, basecamp, canva, piktochart, photoshop the basics;
- Fast learner and encourage the learning of others.

Personal qualities:

- Proven commitment to the core values of the United Nations, in particular, respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status;
- Treats peers fairly by maintaining consistent values inspiring trust and confidence through personal credibility;
- Accepts responsibility and accountability for the quality of the outcome of his/her decisions;
- Excellent organizational and administrative skills;
- Excellent communication and teamwork skills;
- Ability to work under stress;
- Responsibility;
- Creativity;
- Flexibility.

PERFORMANCE EVALUATION

Contractor's performance will be evaluated against timeliness, responsibility, initiative, creativity, communication, accuracy, and overall quality of the delivered products.

ORGANIZATIONAL SETTING

The consultant will work under the supervision of the Junior Policy Officer and in close collaboration of the

Project Officers. The consultant is expected to work from MiLab office with the project team. The consultant will provide a monthly report on the work progress.

FINANCIAL ARRANGEMENTS

Payments will be disbursed in instalments, upon submission and approval of deliverables, and certification by the supervising Junior Policy Officer, that the services have been satisfactorily performed.