



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **11 May 2018**

Country: Republic of Moldova

Description of the assignment: National communication consultant to support Moldova Social Innovation Lab (MiLab) in the new media, branding and engagement activities

Project name: Moldova Social Innovation Lab (MiLab)

Period of assignment/services: June – December 2018, up to 21 working days per month (with possibility of extension)

Proposals should be submitted by pressing the "Apply Now" button no later than [May 28, 2018](#).

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

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.

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

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.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Education:

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

II. Years of 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.

III. 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.

IV. 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.

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 this position;
 - (ii) Portfolio with samples of:
 1. written media materials (press releases, articles for online media portals or blog articles)
 2. evidence of developing and conducting online campaigns or social media accounts managed
2. Financial proposal in USD;
3. Personal information (Personal History Form/P11) including records of past experience in similar projects/assignments and concrete outputs obtained with the three references;
4. Offeror's Letter confirming Interest and Availability.

The United Nations Development Programme in Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.

5. FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount per work day (8 hours). The payments will fall in installments and are based upon output, i.e. upon delivery of the services specified in the TOR.

Travel

No travel costs are envisaged by this assignment.

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. UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class she/he should do so using their own resources.

6. EVALUATION

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

- Degree in journalism, public relations, social sciences or related areas.
- At least 3 years of relevant professional experience in communications, including public relations, management of social media account or consultancy;

The long-listed individual consultants will be further evaluated by a Selection Committee based on the following short-listing criteria:

Short-listing Criteria	Scoring	Maximum Points Obtainable
Degree in journalism, public relations, social sciences, economics or related areas. Additional training and certification in communication/ new media is an asset.	Degree – 30 pts; additional training and certification - 10 pts; up to 40 pts.	40
At least 3 years of relevant professional experience in communications, including in public relations, management of social media account or consultancy.	3 years –30 pts; each additional year of experience – 5 pts; under 2,5 years – 0 pts; up to a maximum of 40 pts.	40
Experience in developing communication/public relations or branding strategies and action plans.	3 years of experience - 20 pts; no – 0 pts	20
Proven experience of developing and conducting online campaigns and building social media presence. Please provide print screens, copies of relevant samples.	3 years of experience – 20 pts; each additional year of experience – 5 pts; up to maximum of 35 pts; no – 0 pts	35
Experience in similar assignments within international organizations is an asset.	Yes –5 pts; No – 0 pts	5
TOTAL		140

The **top 5 candidates** who passed short-listing evaluation criteria with the best score shall be invited for the writing test, interview and pass cumulative analysis.

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- responsive/compliant/acceptable, and
- 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.

Technical Evaluation Criteria	Scoring	Max. Points Obtainable
Writing test (demonstrated communication skills, ability present information logically, clearly and concisely; creativity)		

Outstanding writing skills (grammatical, lexical and semantic aspects) in Romanian and English.	Occasional mistakes – up to 30 pts; Frequent mistakes – 0 pts	30
Ability to present information clearly and effectively.	limited – <15 pts; satisfactory – <25pts; extensive – <30 pts	30
Ability to think creatively, to develop and implement innovative solutions in a challenging environment.	limited – <15 pts; satisfactory – <40pts; up to 50 pts	50
Interview (demonstrated technical knowledge and experience; communication/ interpersonal skills; initiative; resourcefulness)		
Proven understanding of online media and new communication trends is a strong asset.	limited – <15 pts; satisfactory – <45 pts	45
Ability to analyze, plan, communicate with various stakeholders and present ideas clearly and effectively.	limited – <15 pts; satisfactory – <45pts; extensive - up to 60 pts	60
Very good knowledge of office software packages, ability of handling web-based and social media platforms.	limited – <10 pts; satisfactory – <40 pts; extensive - up to 50 pts	50
Fluency in oral Romanian, English, Russian.	Romanian – up to 10 pts; English – up to 10 pts	20
Working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset.	Each additional language – 5 pts; up to 15 pts	15
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