



TERMS OF REFERENCE

Job title:	Public Outreach Expert
Duty station:	Chisinau, Republic of Moldova
Reference to the project:	Enhancing Democracy in Moldova through inclusive and transparent elections (EDMITE)
Contract type:	Individual Contract (IC)
Expected workload:	120 working days
Indicative timeframe:	June 2018 – June 2019

1. Background:

“Enhancing democracy in Moldova through inclusive and transparent elections” (EDMITE Project) is a Project that sets the overall goal to achieve an enhanced transparency and inclusiveness of the electoral process in Moldova through a modernized IT system, improved legislation and intensified public participation, addressing the root causes of the current challenges hampering the further development of the democracy and the advancement of the electoral process in the Republic of Moldova. During 2012 – 2017, UNDP offered support to the Central Electoral Commission (CEC) in the areas of gender equality and human rights, institutional capacity development, further development and use of the modern and innovative State Automated Information System “Elections” (SAISE), strategic development of the Center for Continuous Electoral Training (CICDE), political party finance legislation implementation and a transparent electoral reform processes. Moreover, substantial steps were taken in addressing challenges to the electoral process related to the data quality and data exchange possibilities among key registers owned by different government institutions.

During 2018 – 2019, the EDMITE Project aims to contribute to:

- ✓ achieving a more accurate State Register of Voters (SRV), improving the quality and accessibility data by re-engineering the Civil Status Service (CSS) systems, fully developing the State Address Register and facilitating data exchange and interoperability between different central public institutions via governmental platform for data exchange MConnect;
- ✓ enhancing the inclusiveness of the electoral process through developing a remote voting tool and adjusting the State Automated Information System “Elections” to keep up with the technical and political developments;
- ✓ legal reform in the area of elections to erase ambiguities and respond to the technical developments; and
- ✓ enhancing political participation of citizens by setting up and implementing the voter information and civic education programs.

Except for the CEC and CICDE, which are the main beneficiaries of the Project, EDMITE expanded its partnering set-up with other central public institutions, like the Agency for Public Services (PSA) and the E-Government Center (EGC). These are different state actors that are responsible for the overall management and inter-institutional exchange of important data sets necessary for fair and credible elections. Specific interventions are aimed to improve their systems and processes to enable them to supply the required data in a reliable quality and in the required timeframe, thus enhancing the integrity of the electoral process.

In this context, EDMITE Project will offer the necessary support to its partnering institutions (CEC, PSA and EGC) in achieving a more accurate State Register of Voters and improving the quality and accessibility data by offering support to the Public Services Agency in reengineering IT System for Civil Status Acts (Population

Registration and Documentation Department), fully developing the Address Register Information System (Cadastre Department), as well as facilitating data exchange and interoperability between different government agencies via M-Connect Platform (E-Government Center). Particular efforts will be focused on enhancing the inclusiveness of the electoral process through the adjustment of the State Automated Information System "Elections" (SAISE) to keep up with the technical and political developments, and developing a Financial Control Module for automating data collection, analysis and ensuring public access to all reports submitted to CEC by the electoral candidates.

Throughout its implementation period, EDMITE Project will provide technical assistance to CEC and CICDE in developing and implementing voter information and civic educations campaigns. The goal of these campaigns is to inform the general public, including different target and vulnerable groups, about the electoral processes and Moldovan electoral system, as well as to improve the communication between the electoral management body with the citizens and stakeholders.

Recently launched, the Small Grants Programme "Elections 2018" was designed to deliver civic and voter education activities using a person-to-person approach directed at specific target groups of Moldovan citizens usually not fully reached by general information campaigns. The activities of the selected local NGOs (grantees) will have a national and international coverage (diaspora) and will be delivered in two phases. The first phase (April - July) aims at providing information on the actors in electoral processes and the role of the citizen, whereas the second phase (August - November) will be focused on explaining to the voters the recent changes in the electoral system and subsequently in electoral processes.

2. Objectives:

The EDMITE Project intends to contract a Public Outreach Expert (hereafter the Consultant) to provide the necessary specialized support to promote and increase public awareness of the overall Project activities. He/she will also support the Project in communication the results and their impact on the national electoral process. Specifically, the Consultant will:

- ✓ Undertake a comprehensive review of the Project's strategic documents and action plan and elaborate a detailed work plan for this assignment, in collaboration with the Project team.
- ✓ Communicate widely the impact and results of the Small Grants Programme "Elections 2018".
- ✓ Conceptualize, implement and monitor a public awareness campaign aimed at promoting and increasing the visibility of the Project activities related to national information systems and data interoperability in connection to the electoral process;
- ✓ Support the Project in enhancing its visibility through the promotion of its overall activities, usage of innovative technologies, results and impact, using a human rights-oriented approach.
- ✓ Provide expert support in increasing the cooperation and outreach of information among Project beneficiaries and partners;
- ✓ Provide a set of recommendations to the Project and CEC/ CICDE on public outreach materials and ensure their consistency and adjustment considering the accessibility of information for specific target groups, including women and youth.
- ✓ Perform other public outreach tasks required for the successful implementation of the assignment.

3. Key deliverables and tentative timetable:

No	Key deliverables	Tentative timeframe
1.	Detailed work plan – developed and approved by the Project.	by 20 June 2018
2.	Communications products (blog posts, articles, success stories, photo stories, social media posts) about the impact of the Small Grants Programme "Elections 2018" - developed.	by 25 December 2018

3.	Public awareness campaign aimed at promoting and increasing the visibility of the Project activities related to national information systems and data interoperability in connection to the electoral process – conceptualized, implemented and monitored. <i>The awareness campaign shall include (and is not limited to):</i> ✓ <i>press releases and blog posts,</i> ✓ <i>online visibility materials,</i> ✓ <i>enhanced informational content, and</i> ✓ <i>scenarios for video products.</i>	by 30 March 2019
4.	Set of recommendations to the Project and CEC/CICDE on public outreach materials elaborated in the framework of the Project, considering the accessibility of information for specific target groups, including women and youth – provided; and adjustment of material content – ensured.	by 30 March 2019
5.	Monthly brief narrative reports – developed.	by 6 May 2019
6.	Support to the Project in enhancing visibility through the promotion of its overall activities, usage of innovative technologies, results and impact, using a human rights-oriented approach - provided. <i>Materials shall include (and are not limited to):</i> ✓ <i>analytical briefs and press releases,</i> ✓ <i>success stories and blog posts, and</i> ✓ <i>concepts for public appearance of UNDP or beneficiary representatives.</i>	by 31 May 2019
7.	Expert support in increasing the cooperation and outreach of information among Project beneficiaries and partners – provided.	by 31 May 2019
8.	Final Activity Report (incl. quantitative and qualitative data and information, impact of obtained results, conclusions and recommendations) - submitted and approved by the Project.	by end of June 2019

Note: Deliverables and the final timeline can be amended or specified for the purpose of the assignment. All deliverables should be agreed with Project and be provided in hard and electronic copy. Payment will be made upon the successful completion of the tasks assigned.

4. Administrative arrangements

The timeframe for the work of the Consultant is planned for the period June 2018 – June 2019.

During this time the Consultant is expected to work a total of 120 working days.

The assignment shall be performed in close coordination with the EDMITE Project, Senior Project Officer, Communication Consultant and Grants Management Consultant, under the supervision of the Project Manager. EDMITE Project will provide the Consultant the necessary information and materials for the fulfilment of the assignment.

For the duration of the assignment, the Consultant will be provided office space in the premises of the CEC. EDMITE Project will provide administrative and logistical support in organization of the necessary meetings and/or consultations, including with the participation of women and men with different types of disabilities, linguistic minorities, other targeted and vulnerable groups.

Deliverables will be approved by the EDMITE Project. Payments will be done in multiple tranches upon total completion and approval of the deliverables and the submission of activity timesheets and Delivery Progress Reports.

5. Qualifications and Skills required

Academic Qualifications:

- Bachelor's degree or higher in Communication, Journalism, Public Relations or another relevant field.

Experience:

- At least 4 years of experience in media and online communications, active use of social media, publication and report writing, including research or data collection, proven by a portfolio of promotional and visibility products prepared by the candidate (please submit links in the proposal);
- At least 2 years of work experience in developing and implementing communications, public relations and media campaigns (incl. elaboration of articles, press releases, interviews and other media products);
- Previous experience in civic education, crisis communication, gender and human rights dimensions, or other relevant public outreach topic is a strong asset;
- Previous experience of similar assignments within an UNDP Project and/or other international organisation is an advantage.

Competencies:

- Excellent written communication, creative and analytical skills;
- Demonstrated interpersonal skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively;
- Understanding of gender equality principles, including gender dimensions pertaining to the mixed electoral system and other related legal acts;
- Familiarity with CEC roles and responsibilities, as well as Government institutions, NGOs and international donors working in the electoral area.
- Demonstrated understanding of national ITC-related processes and principles, as well as interoperability and data exchange, is a strong advantage;
- Fluency in Romanian, English and Russian languages (verbal and written) is a must.

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;
- Responsibility, flexibility and punctuality, ability to meet deadlines and prioritize multiple tasks.

The UNDP Moldova is committed to workforce diversity. Women and men, persons with different types of disabilities, LGBT, Roma and other ethnic, linguistic 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.

6. Documents to be included when submitting proposals:

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

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

Note: Please, refer to the Individual Procurement Notice of this recruitment for a more detailed information on the application and selection process.