



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **04 September 2020**

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**Country:** Republic of Moldova

**Description of the assignment:** National Communication and Outreach Consultant

**Project name:** "Strengthening Efficiency and Access to Justice in Moldova" Project (A2J Project)

**Period of assignment/ services:** October 2020 – December 2022 (up to 260 working days)

Proposals should be submitted online by pressing the "Apply Online" button, no later than **18 September 2020**

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [veronica.cangea-cibotaru@undp.org](mailto:veronica.cangea-cibotaru@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.

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### 1. BACKGROUND

The UNDP project "Strengthening Efficiency and Access to Justice in Moldova" (A2J) is a multi-year institutional development project designed to contribute to an increased efficiency of justice services and to improved access to justice of men and women in Moldova, in particular from vulnerable and marginalized groups, through enhanced capacities of forensic institutions to provide qualitative justice services, strengthened capacities of the justice sector actors in the selected pilot areas to provide coordinated response to men's and women's justice needs and strengthened civil society able to claim the respect of rights and engage in a constructive dialogue with the justice chain actors. Project interventions will offer and encourage equal opportunity for the participation of men and women.

The Project also seeks to raise the awareness of men and women living in the pilot areas about their rights and the ways to claim the respect for their rights and keep the justice chain actors accountable through legal awareness activities (for instance, informational campaigns on access to justice and justice sector reforms, human (especially social) rights and equality and their protection mechanisms), 'open door day' events in key justice institutions (courts, prosecution offices, police offices, etc.), redesigning the way the justice chain actors provide access to information, public lectures on justice-related topics, production of accessible information materials on justice sector reform, etc. The legal awareness activities will engage a large range of social stakeholders going beyond the traditional partners, including school, universities, parents' associations, etc. Specific interventions for each pilot region will be elaborated following the consultations within the regional technical justice dialogues/coordination and the elaboration of development plans for the partner NGOs.

The Project will also explore the opportunities to strengthen the connections between justice institutions and local media outlets by nurturing a proactive professional attitude from both sides and knowledge of institutional modus operandi for increased interaction, transparency and accountability. Justice institutions and mass media organizations will be engaged to discuss points of mutual interest, share concerns and highlight expectations to improve the overall cooperation. Local and specialized media outlets (for instance, professional portal [bizlaw.md](http://bizlaw.md)) will be engaged to document and reflect justice sector achievements at the local level and communicate Project

results to a wider public.

In this context, the A2J Project is seeking to hire a national consultant to support the outreach and visibility of activities and interventions under A2J project components, as well as A2J Project achievements and result. The consultant shall also lead the coordination of communications and outreach activities of Project Responsible Parties, as well as provide support to national forensic institutions in developing their communication capacities.

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

The expected output for the national consultant's assignment is to provide support to awareness raising and communication on the A2J Project work in full compliance with the applicable visibility guidelines and rules, including via implementation of the Project's Communication Strategy and Activity Plan, development and dissemination of information, promotion materials and handouts, as well as working with project's beneficiaries, Responsible Parties (NGOs IPR and Invento) and NGOs engaged in the institutional development activities, to ensure synergy in communication about the achieved results of the Project. Additionally, the consultant is expected to significantly contribute to building the communication capacities of the NGOs engaged in the institutional development activities lead by IPR and those of the forensic institutions to interact with the public (including CSOs and local communities), professional groups and development partners, applying innovative communication approaches via social media platforms, as well as support the delivery of outreach and visibility activities and campaigns initiated by the Project Team, Project Responsible Parties and/or beneficiary institutions, contributing to achievement of A2J project expected results.

In order to achieve the stated objective, the Consultant will have the following responsibilities:

1. Provide communication and visibility support to all Project's activities where necessary;
2. Lead the implementation of the Project's Communication Strategy and Visibility Plan in close partnership with the Project Team and UNDP Communications Analyst;
3. Ensure and maintain cooperation/liaison and information with UNDP Communications Analyst;
4. Identify and maintain close cooperation and communication with both print and electronic media, and other media outlets, e.g., web portals;
5. Maintain the Project's event calendar and insert regularly updates into UNDP event calendar;
6. Draft, summarize and edit succinct communications pieces of varying length for different internal and external audiences in close cooperation with the Project team and UNDP Communications Analyst;
7. Prepare information about the Project's most important achievements to be disseminated through the national media, as well as local and/or regional communications channels and outlets;
8. Maintain and update when needed the Project's profile on UNDP website;
9. Ensure compliance with all corporate rules and regulations of UNDP and the Donor organization in the field of communication and visibility promotion and reporting;
10. Monitor and ensure compliant use by Project team, Project Responsible Parties, NGOs engaged in the institutional development activities lead by IPR, of the Project Communication Guidelines and technical specifications for branded items;
11. Contribute to development, design and layout of A2J project materials, communication packages (e.g. reports, posters, infographics, facto-graphics, handouts, images, dynamic presentations, etc.) for internal and external audiences, for presentation, print, online and media outlets use;
12. Coordinate and oversee, in line with UNDP and Donor editorial and visual guidelines, printing of materials/products produced within the project, advising on print solutions, coordinating with printing houses and ensuring delivery of final error-free agreed materials;
13. Contribute to successful conceptualization, organization and delivery of Project and beneficiary institution outreach and visibility activities and campaigns in close partnership with the Project Team, delegated representatives of the Responsible Parties and UNDP Communications Analyst. Throughout the process the consultant shall ensure compliance with the expected results under the A2J project and use of human rights-based approach;
14. Provide advice and assistance to building the communication capacities of the NGOs engaged in the institutional development activities lead by IPR;

15. Provide advice and assistance to enhancing the national forensic institutions' outreach tools and capacities, identifying new communication channels, as well as support conceptualization and organization of outreach activities in line with the Project Communication Strategy. Throughout the process the consultant shall ensure compliance with the expected results under the A2J project and use of human rights-based approach;
  16. Contribute to the development, in a participatory manner, of the Communication Strategy and Plans of the national forensic institutions;
  17. Provide support and coordinate the process of building institutional identity of the national forensic institutions and ensuring uniform internal and external communication;
  18. Contribute to the development, design and layout of communication packages for the national forensic institutions (e.g. reports, posters, infographics, facto-graphics, handouts, images, dynamic presentations, etc.) for internal and external audiences, presentation, print, online and media outlets use;
  19. Support the process of attracting additional consultancy support and/or services in the area of communications and visibility, necessary for A2J project implementation;
  20. Provide inputs and contribution to the ToRs developed for contracting communication/PR companies for the delivery of specific communication services and products focusing on vulnerable groups, as well as participate in the evaluation of offers submitted in the context of launched competitions for procurement of above mentioned;
  21. Respond to requests for inputs from UNDP, the beneficiary institutions with respect to communication and visibility aspects of the Project;
  22. Develop monthly reports on the performed activity and carried out tasks;
- Undertake any other related tasks requested on an ad hoc basis.

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

### **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

#### **Academic Qualifications:**

- Master's Degree (or 5 years university degree) in public relations, communication, journalism, social science or related areas. Additional training and certification in communication/new media is an asset.

#### **Experience and knowledge:**

- At least 8 years of demonstrated experience in working with mass media or as a communication consultant;
- At least 5 years of work experience in developing and implementing media/communications, visibility and awareness raising campaigns, drafting communication and awareness raising materials, writing articles, press releases, interviews and other communication products;
- Proven understanding of mass media in the Republic of Moldova (please, include a database of media editorship (at least 15, for ex: 10 national and 5 local, without personal contacts);
- Experience in the Human Rights Based Approach mainstreaming, and international human rights standards would be an advantage;
- Experience in similar positions in an UNDP and/or EU-funded project or other international organisation is an advantage.

#### **Competencies:**

- Knowledge of the government institutions, NGOs and donors working in the area, mass-media outlets and PR agencies;
- Excellent written communication skills, with analytic capacity and ability to synthesize project outputs and relevant findings for the preparation of analytical documents;
- Ability to think creatively, to develop and implement innovative solutions for traditional issues;
- Capacity to build strong relationships with clients, focuses on impact and result for the client and to respond positively to feedback;
- Fluency in Romanian, Russian and English languages.

#### **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;

#### **4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

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

- ✓ Offeror's Letter confirming Interest and Availability;
- ✓ Proposal (Motivation Letter): 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 2 letters of reference from previous beneficiaries confirming successful completion of services which he/she was contracted.

#### **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 instalments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the Terms of Reference.

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 fees and taxes, travel costs, accommodation costs, communication, and number of anticipated working days).

Payments will be disbursed monthly, upon submission and approval of monthly activity report and timesheet, and certification by UNDP Moldova Project Manager that the services have been satisfactorily performed.

##### **Travel**

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 5 years university degree) in public relations, communication, journalism, social science or related areas. Additional training and certification in communication/new media is an asset;
- At least 8 years of demonstrated experience in working with mass media or as a communication consultant.

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
<b>Technical</b>		
Master’s Degree (or 5 years university degree) in public relations, communication, journalism, social science or related areas	Master’s Degree – 10 pts, PhD – 20 pts.	20
At least 8 years of demonstrated experience in working with mass media or as a communication consultant	8 years – 25 pts., each additional year of experience – 5 pts. up to a maximum of 40 pts.	40
At least 5 years of work experience in developing and implementing media/communications, visibility and awareness raising campaigns, drafting communication and awareness raising materials, writing articles, press releases, interviews and other communication products	5 years – 30 pts., each additional year of experience – 5 pts. up to a maximum of 50 pts.	50
<u>Interview</u>	<ul style="list-style-type: none"> <li>• Proven understanding of mass media in the Republic of Moldova - <i>(Yes / No - 30 pts.);</i></li> <li>• Experience in the Human Rights Based Approach mainstreaming, and international human rights standards would be an advantage - <i>(Yes / No - 25 pts.);</i></li> <li>• Experience in similar positions in an UNDP and/or EU-funded project or other international organisation is an advantage - <i>(Yes / No - 25 pts.);</i></li> <li>• Knowledge of the government institutions, NGOs and donors working in the area, mass-media outlets and PR agencies - <i>(Yes / No - 20 pts.);</i></li> <li>• Excellent written communication skills, with analytic capacity and ability to synthesize project outputs and relevant findings for the preparation of analytical documents - <i>(Yes / No - 30 pts.);</i></li> <li>• Ability to think creatively, to develop and implement innovative solutions for traditional issues - <i>(Yes / No - 20 pts.);</i></li> <li>• Capacity to build strong relationships with clients, focuses on impact and result for the client and to respond positively to feedback - <i>(Yes / No - 10 pts.);</i></li> <li>• Fluency in Romanian, Russian and English</li> </ul>	175

	languages - <i>each language 5 pts, up to 15 pts.</i>	
Belonging to the group(s) under-represented in the UN Moldova*	(no – 0 pts., to one group – 5 pts., to two or more groups – 15 pts.).	15
<b>Maximum Total Technical Scoring</b>		<b>300</b>

\* Under-represented groups in UN Moldova are persons with disabilities, LGBTI, ethnic and linguistic minorities, especially ethnic Gagauzians, Bulgarians, Roma, Jews, people of African descent, people living with HIV, religious minorities, especially Muslim women, refugees and other non-citizens.

<b>Financial</b>	
Evaluation of submitted financial offers will be done based on the following formula: <b><math>S = F_{min} / F * 200</math></b> <b>S</b> – score received on financial evaluation; <b>Fmin</b> – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; <b>F</b> – financial offer under consideration	<b>200</b>

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**