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TERMS OF REFERENCE

Job title:	National Communication and Outreach Consultant
Type of Contract:	Individual Contract (IC)
Duty station:	Chisinau
Section/Unit:	Environment, Energy and Climate Change Cluster
Languages requirement:	Romanian, English
Contract Duration:	October 2020 – December 2020, 40 working days
Payment arrangements:	Lump sum contract (payments linked to satisfactory performance and delivery of outputs)
Evaluation method:	Written test

I. BACKGROUND

Climate change is already profoundly impacting the conditions for resource availability and agricultural activities. Over the last decade, the country has experienced a number of extreme events, such as droughts and major floods, along with the incremental effects caused by increased mean temperature, and the uneven distribution of precipitation through the year, which have had negative consequences on the country's economy, and its population wellbeing and health. Severe droughts are recurring more frequently causing significant economic losses. The increasing scope and intensity of extreme events has also resulted in increased frequencies of high-risk situations. By 2050, an increase of 2–3°C in the average temperature, an additional 32 days that exceed the current maximum temperature by 10%, and an additional 12 days with zero precipitation are projected.

The Government sees the National Adaptation Planning (NAP) process as key to achieving the adaptation objectives outlined in its 2014 Climate Change Adaptation Strategy of the Republic of Moldova, and its 2020 Nationally Determined Contributions (NDC), as well as the continued mainstreaming of climate change considerations into its policies and budgeting processes. The proposed project supports the Government of the Republic of Moldova in advancing the second cycle of its National Adaptation Planning process (known as NAP-2). The outcomes of the NAP-2 national adaptation planning processes, are:

- **Outcome 1:** To strengthen and operationalize the national steering mechanism for climate change adaptation (CCA);
- **Outcome 2:** To improve the long-term capacity on planning and implementation of adaptation actions through CCA technologies;

- **Outcome 3:** To improve the mainstreaming of climate change adaptation through the increased alignment of national development priorities, in the priority sectors (forestry, health, energy and transport).

The project will contribute to UNDAF, 2018-2022 outcome #3 (The people of Moldova, especially the most vulnerable, benefit from enhanced environmental governance, energy security, sustainable management of natural resources, and climate and disaster resilient development). Additionally, the project will contribute to the UNDP Country Programme Output 3.3 (National and sub-national governments have improved capacities to integrate resilience to climate change and disasters into development plans and practices to reduce population's vulnerability). Other than that, the project will contribute to the National Development Strategy "Moldova 2030" through ensuring resilience to climate change by reducing risks related to climate change and by facilitating adaptation in six sectors priority - agriculture, water resources, health, forestry, energy and transport.

The preliminary work under the first cycle of the NAP (known as NAP-1) supported the development of a NAP as a process, conceptualizing and developing its elements, including the national steering mechanism, and laid down the groundwork towards long-term adaptation planning. Albeit the progress, significant gaps remain in the integration of climate change considerations into many of the development policies of the national priority sectors and their associated budget priorities. National appropriations for CCA remain limited.

The NAP-2 goals will be achieved within two parallel implementation tracks. The first track implemented by UNDP expands and deepens the national approach developed under the NAP-1 and strengthens synergies both vertically, at different levels of the governance, and horizontally, between the sectors affected by climate change to reduce duplication of efforts, pool scarce resources for effective use, and ensure a coherent and comprehensive approach to the integration of CCA responses into development planning, while the second track will focus on adaptation in the agriculture sector and will be concurrently implemented under the auspices of FAO.

The National Designated Authority has coordinated with the UNDP and the FAO country offices to ensure the complementarity and congruency of the activities and exchange, as appropriate. By its very nature, the NAP-2 will facilitate integration of CCA into existing strategies, policies and programmes and establish a strong foundation for the integration of methods, tools and information systems in day-to-day planning activities to effectively inform decision-makers on the climate risks, and to enable the informed formulation of resilient projects and financing strategies.

II. OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT

The National Consultant is expected to provide communication and media support for the NAP2 Project by developing the gender responsive Communication and Outreach Strategy, annual communication plan and promote the results of the project using various tools and events.

Job Summary / Responsibilities:

- Develop Project's gender responsive Communication & Outreach Strategy and Action Plan aligned with project objectives and activities;
- Lead and coordinate the development of the project's branding elements with service providers and the project team, in line with UNDP and GCF requirements;
- Develop the project's media/communication package to include, at minimum, the following materials developed in Romanian, English and Russian languages: (i) Project Factsheet; (ii) Flyer/Brochure;
- Coordinate production of printed promotional materials (e.g. banners, posters, pens, folders, notebooks, bags, or/and other as agreed by the project);

- Provide required support for organization of the Inception workshop in terms of media outreach and visibility actions. Develop press-release about the launching of the project, invite media, arrange interviews.

Key deliverables:

No.	Deliverables	Inficative timeframe
1	Communication & Outreach Strategy and Action Plan aligned with project objectives and activities for NAP2 Project developed	November 2020 12 w.d.
2	Project’s branding elements designed	November – December 2020 3 w.d.
3	Project’s info/background materials (Fact Sheet, Flyer/Brochure) in Romanian, English languages developed (Russian at the necessity).	November – December 2020 12 w.d.
4	Printed promotional materials (e.g. banners, posters, pens, folders, notebooks, bags, or/and other as agreed with project developed.	November - December 2020 10 w.d.
5	Press release prepared and visibility of the Inception Workshop ensured.	November 2020 3 wd

III. Organizational setting

This is a part-time consultancy. The National Consultant will work under the direct supervision of and in cooperation with the Project Manager and project staff. The Consultant will work remotely, and the communication will be conducted mainly via email, Skype and/or phone. On need basis and in consultation with Project Manager, the Consultant may use the common spaces of the project as and when relevant and with prior approval, including for meetings, brainstorming sessions, event preparations, etc. The Consultant will use its own ICT equipment to perform the tasks assigned, while able to use the project’s office equipment for printing/scanning purposes relevant to the assignment.

Reporting

The consultant will provide succinct monthly progress reports in English against contract deliverables, in hard and electronic copies. The deliverables require endorsement by the Project Manager.

Performance evaluation

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

Financial arrangements

Payments shall be made to the Individual Consultant based on performed deliverables and the number of days worked and will be disbursed in instalments, upon submission, approval and certification of deliverables by the Project Manager that the services have been satisfactorily performed.

Confidentiality

Materials provided to the Individual Consultant and all the proceedings within the consultancy contract shall be regarded as confidential, both during and after the consultancy. Violation of confidentiality requirements may result in immediate termination of contract.

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATION

Academic Qualification:

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

Experience:

- At least 5 years of demonstrated experience in working with mass media, experience in communications, social media or related relevant fields
- Proven experience in event organization and informational materials development;
- Proven understanding of mass media in the Republic of Moldova (please, include a database of media editorship (at least 10, without personal contacts);
- Experience in the coordination and administration of communication activities for international organization would be an asset.

Competencies (will be tested):

- Professional fluency in Romanian and English languages and excellent writing skills (Russian is an asset);
- Proven understanding of online media and new communication trends;
- Ability to think creatively, to develop and implement innovative solutions for traditional issues;

Language requirements:

- Fluency in written and spoken Romanian and English is required for this assignment, Russian is an asset.

Personal qualities:

- Proven commitment to the core values of the United Nations; in particular, is respectful of differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status;
- Responsibility, flexibility and punctuality.

The United Nations 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.

V. PAYMENT MODALITIES

The consultant will organize and facilitate the implementation of all activities as described above; his/her payment will be lump sum amount based, disbursed in instalments upon satisfactory performance and approval of deliverables.

VI. APPLICATION PROCESS

Applicants shall submit the following documents:

Required

- Offeror's Letter confirming Interest and Availability;
- CV, including information about past experience in similar assignments and contact details for at least 3 referees;
- Brief description of why the individual considers him/herself as the most suitable for the assignment.

Incomplete applications will not be considered.

If an applicant is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the applicant must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

VII. ANNEXES TO THE TOR

Annex 1- Individual Consultant General Terms and Conditions

Annex 2- Offeror's letter confirming interest and availability, including financial proposal (template).