**Terms of Reference**

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| **Position** | Communications Consultant |
| **Type of the contract** | SSA Consultant |
| **Duty Station** | Home-based |
| **Application Deadline** | 5 February 2021 |
| **Duration:** | February 2021 – 31 December 2021 (up to 12 days per month) |
| **Supervision:** | Communications Officer, UN Women Moldova CO, Chisinau |

1. **Background**

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; the achievement of equality between women and men as partners and beneficiaries of development; human rights; as well as humanitarian action and peace and security. Placing women's rights at the center of all its efforts, UN Women leads and coordinates United Nations system efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world. It provides strong and coherent leadership in support of Member States' priorities and efforts, building effective partnerships with civil society and other relevant actors.

Communications is a key component of UN Women Moldova Country Office’s work and constitutes a vehicle for ensuring visibility for successful UN Women Moldova initiatives, results and programmes as well as for raising awareness about key issues of gender equality and women’s empowerment. Effective communications also contribute to mobilizing resources as donors would like to see value for money. Yearly UN Women on the Global, Regional and country levels is conducting key regular communication campaigns such as [International Women’s Day](https://www.unwomen.org/en/news/stories/2020/11/announcer-international-womens-day-2021) and [16 Days of Activism Against Gender-Based Violence](https://www.unwomen.org/en/news/in-focus/end-violence-against-women). In 2019 the [Generation Equality Campaign](https://www.unwomen.org/en/get-involved/beijing-plus-25) was launched marking 25 years since Beijing Declaration and Platform for Action.

The year 2020, marked the twenty-fifth anniversary of the Beijing Declaration and Platform for Action (Beijing+25), was intended to be ground-breaking for gender equality. A confluence of further important milestones was also due to be celebrated in 2020, including the 20th anniversary of Security Council Resolution 1325 on Women, Peace and Security, the 5th anniversary of the 2030 Agenda for Sustainable Development; and last but not least, the 10th anniversary of the establishment of UN Women.

[The Generation Equality Forum (GEF)](https://forum.generationequality.org/) was originally intended as a global gathering to celebrate this confluence of anniversaries, taking stock of the significant progress achieved and charting a course of action to tackle the areas in which significant challenges remain. However, instead of a year dedicated to reflection, celebration, and renewed commitment, the spread of the COVID-19 pandemic has radically altered the context in which we observe these milestones, with exacerbated inequalities meaning that even the limited gains of the past decades are at risk of being rolled back.

The Generation Equality Forum will now be held in the year 2021, commencing in Mexico City from 29 – 31 March and culminating in Paris in June.

Through the GEF, UN Women, together with the co-hosts France and Mexico and in close partnership with civil society, are bringing together a wide variety of stakeholders - including the UN system, feminist movements, youth actors, governments, and the private sector – to leverage the Beijing+25 anniversary in this new context of a world radically altered by the global COVID-19 pandemic.

The GEF will set the foundation for a renewed era of women’s rights that accelerates and aims to make large strides towards achieving gender equality through mobilizing a movement for urgent, transformative change as we work to build a more just and equal world as we emerge from the COVID-19 pandemic.

In this connection, UN Women Moldova Country Office intends to hire a Consultant to facilitate communication initiatives and events around International Women’s Day, the sixty-fifth session of the Commission on the Status of Women (CSW), Generation Equality Forums and Action Coalitions and 16 Days against Gender-Based Violence in order to increase the visibility of the global UN Women campaigns and to bring them to the country level with focus on local plans, activities and achievements.

1. **Objective**

The objective of this Consultancy is to support UN Women communications team in elaboration and implementation of global communication campaigns, materials and events on local level respecting the HQ and Regional communication and visibility guidelines and thus increasing the visibility and participation of UN Women in general as well as of the Country Office and its donors.

1. **Duties and Responsibilities:**

Working under the overall supervision of the Communications Officer, the consultant will be responsible for the following:

* Adapt to local context the major communications campaigns as per the guidelines from the HQ and RO;
* Provide substantive contribution to the elaboration of the local communication campaigns concepts, considering the global guidelines;
* Coordinate production of campaign-related materials;
* Draft and plan campaigns-related content for Social Media channels;
* Elaborate concept notes for the campaign events;
* Coordinate events visibility and logistical arrangements;
* Elaborate campaign-related stories for the website;
* Draft Media Invitations and Press Releases.

The UN Women Moldova relevant programme staff will provide all the necessary inputs for qualitative implementation of tasks.

1. **DELIVERABLES AND TIMEFRAME**

The consultant will be expected to complete the following deliverables within the indicative timeframe:

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| **Tasks** | **Tentative timeframe for completion of task** |
| 1. Draft plan for overall implementation of assignment with proposals for the advocacy and communication activities and materials   And the detailed concepts for the local communication activities and products implemented around CSW 2021 (15-26 March) and Generation Equality Forum in Mexico (29-31 March) | **By 1st of March 2021** |
| 1. Report on the local communication activities and products implemented around CSW 2021 and Generation Equality Forum in Mexico | **By mid-April 2021** |
| 1. Draft concepts for the local communication activities and products implemented around Generation Equality Forum in Paris and Action Coalitions | **By the end of May 2021** |
| 1. Report on the local communication activities and products implemented around Generation Equality Forum in Paris and Action Coalitions (June TBC) | **By 30th of July 2021** |
| 1. Draft concepts for the local communication activities and products implemented around 16 Days of Activism Against Gender-Based Violence Campaign (campaign implementation period 25 November – 10 December) | **By the end of September 2021** |
| 1. Report on the local communication activities and products implemented around 16 Days of Activism Against Gender-Based Violence Campaign | **By 20th of December 2021** |
| 1. Final Report on undertaken activities under the assignment including all the links on photos/materials/reports, etc. | **By 24th of December 2021** |
| **Total** | **Up to 132 days** |

1. **Duration of the Assignment**

The assignment shell commence in **February 2021** and shall expire in **December 2021**, totaling up to 132 working days, in conformity with the indicative timeframe described under “Deliverables and Timeframe” section.

*Note: The mentioned number of working days has been estimated as being sufficient/ feasible for the envisaged volume of work to be completed successfully and is proposed as a guideline for the duration of the assignment. It cannot and shall not be used as criteria for completion of work/assignment. The provision of envisaged deliverables approved by the UN Women Communications Officer shall be the only criteria for the Consultant’s work being completed and eligible for payment/s.*

1. **Inputs**

UN Women will provide the Consultant with the background materials, UN Women project documents, as well as other relevant materials with regards to implementation of the tasks under this TOR.

1. **TRAVEL AND OTHER LOGISTIC ARRANGEMENTS**

All travel related to organizing the visits and meetings with CSO’s and project partners, will be covered financially by UN Women.

1. **PERFORMANCE EVALUATION**

Consultant’s performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered. All reports must be provided in English, electronically.

1. **Financial Arrangements**

Payment will be disbursed to the consultant in installments after the submission, review and approval by the Communications Officer and relevant CO staff of each campaign`s report, subject to satisfactory outputs/products performance, in accordance with specified requirements.

The time needed to complete all work will be agreed with the Communications officer prior to being carried out. The Consultant needs to fill out a breakdown of the submitted documents, that would detail the work that was completed and will be paid based on the number of working days.

1. **MANAGEMENT ARRANGEMENTS**

The consultant will be working under the supervision of the UN Women Communications Officer and in collaboration with Communication Team. The Consultant will not be located in the premises of UN Women and will have to work remotely. However, the consultant is expected to have periodical coordination meetings with Communication Team and participate in relevant UN Women staff meetings.

1. **Competences and Qualifications:**

**Core Values:**

* Cultural Sensitivity and valuing Diversity
* Integrity
* Professionalism

**Core Competencies:**

* Awareness and Sensitivity Regarding Gender Issues
* Ethics and Values
* Accountability
* Self-management and emotional intelligence
* Creative Problem Solving
* Effective Communication and Information Sharing
* Continuous Learning and Knowledge Sharing
* Work in teams
* Leading by Example

Please visit this link for more information on UN Women’s Core Values and Competencies:

<https://unwomen.sharepoint.com/management/Human-Resources/2016%20HR%20Intranet/Values%20and%20Competencies/Values%20%26%20competencies_updated_EN.pdf>

**Functional Competencies:**

* Excellent command of Romanian/Russian and English,;
* Excellent writing skills in Romanian and English in preparing briefs, reports, human interest stories, news, articles and similar work for various audiences;
* Communicates sensitively, effectively, and creatively across different constituencies;
* Demonstrates very good understanding of and experience in communications and outreach/advocacy;
* Demonstrated ability to produce well-written text;
* Communicative, results-driven, ability to work in teams;
* Very effective at multi-tasking;
* Uses Information Technology effectively as a tool and resource;
* In-depth knowledge of gender equality and women’s rights issues is an asset;
* Ability to work under pressure and within limited time frames;
* Consistently approaches work with energy and a positive, constructive attitude;
* Ability to work in an independent manner and organize the workflow efficiently.

**Qualifications:**

* A University degree in the domain of foreign languages/literature/journalism/ communication and public relations or in other related domains.
* At least 3 years of relevant general experience in Journalism, Public Relations and/or Mass Communications;
* At least 3 years of experience in elaboration and conducting of communication campaigns on social issues;
* Relevant experience in related areas in UN Women or a UN agency is an asset;
* Knowledge of Gender related vocabulary and terminology in Romanian and English;

**Language:**

* Professional in Romanian and English (written and oral).
* Fluency in Russian language is an advantage

1. **Application procedure:**

The following documents should be submitted as part of the application:

* **Cover letter** to include a brief overview in English (unedited text) about which of yourprevious experiences makes you the most suitable candidate for the advertised position.
* **P11** with past experience in similar assignments; can be downloaded at<https://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-p11-personal-history-form.doc?la=en&vs=558>, a signed copy should be submitted.
* **Financial Proposal** The financial proposal should be daily fee for the required working tasks; and
* Examples of campaigns/materials/products elaborated by the candidate or under his/her coordination

1. **Evaluation of applicants:**

Consultants will be evaluated using a cumulative analysis method taking into consideration the combination of qualifications and financial proposal. Contract will be awarded to the individual consultant whose offer has been evaluated and determined as:

1. Responsive/compliant/acceptable, and
2. Having received the highest score out of below defined technical and financial criteria.

Only candidates obtaining a minimum of 49 points in the technical evaluation would be considered for financial evaluation.

**Technical Evaluation (70%)**

| # | **Criteria for technical evaluation** | Scoring | Max. points |
| --- | --- | --- | --- |
| 1 | A University degree in the domain of foreign languages/literature/journalism and public relations or in other related domains. | Batchelor Degree – 80 pts.  Master’s degree – 30 pts. | 110 |
| 3 | At least 3 years of relevant general experience in Journalism, Public Relations and/or Mass Communications; | up to 300 points | 300 |
| 4 | At least 3 years of experience in elaboration and conducting of communication campaigns on social issues; | Up to 300 points | 300 |
| 5 | Professional in Romanian (written and oral)  Fluency in English language (written and oral)  Fluency in Russian language is an advantage | Romanian – 30 pts.  English – 30 pts.  Russian – 30 pts. | 90 |
|  | **Maximum total technical scoring:** |  | **800** |

**Financial Evaluation (30%) – max. 30 points:**

The maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other price proposals receive points in inverse proportion. A suggested formula is as follows:

p = 30 (μ/z)

Using the following values:

p = points for the financial proposal being evaluated

μ = price of the lowest priced

proposal z = price of the proposal being evaluated

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| **Signatures- Post Description Certification** |
| Supervisor  Cerevco Iulia, Communications Officer  Name / Title                                Signature                                         Date |
| Operations Manager  Ira Cebotari, Operations Manager  Name / Title                                Signature                                        Date |