



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 14 April 2021

Country: Republic of Moldova

Description of the assignment: National Consultant on Media and Communication

Project name: One UN Joint Action Cross-river support to Human Rights programme

Period of assignment/services: May 2021 - June 2022, estimated workload: up to 238 workdays.

Proposals should be submitted by sending e-mail message to liliana.samburschii@undp.org no later than 28 April 2021, 18:00.

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

Important notice

The applicant who has the statute of Government Official / Public Servant, prior to appointment will be asked to submit the following documentation:

- a no-objection letter in respect of the applicant received from the government, and;
- the applicant is certified in writing by the government to be on official leave without pay for the duration of the Individual Contract.

A retired government official is not considered in this case a government official, and as such, may be contracted.

1. BACKGROUND

The human rights context in the Transnistrian region is illustrated by the amplitude and interplay of multiple forms of inequalities vulnerable groups, such as inter alia persons with disabilities, Roma, people living with and affected by HIV/AIDS, children in contact with the law, vulnerable women, prisoners and people who use drugs, are encountering. The ability of vulnerable groups from the region to effectively exercise their rights is impaired by the human rights knowledge, capacity and authority gaps they face. The embryonic civil society environment with weak capacities to influence the policy-making and to reach out to the most vulnerable ones and low human rights awareness of the CSOs, professionals and the population at large are hindering the realization of human rights in the region. Undeveloped and gender-blind specialized service provision, deriving from human and economic resources capacity gaps and the

absence of a comprehensive human rights framework are representing additional major contributing factors to this debilitating juncture.

The Programme will work on reducing inequalities for women, men and children in the Transnistrian region, by ensuring that vulnerable human rights holders are empowered to exercise their rights and duty bearers respect, protect and fulfil human rights to a larger extent. It also aims to contribute to the implementation of the National Human Rights Action Plan 2018-2022.

2. OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT:

The National Consultant is expected to provide media support for the One UN Joint Action "Cross-river support to Human Rights" by implementing the Communication Strategy of the Programme to achieve set objectives.

The overall objective of the Communication Strategy is to ensure the visibility of the Programme and to raise awareness about the Programme's activities aimed at promotions of respect and realization of human rights in the region, in general, and the rights of the most vulnerable, in particular.

The selected Consultant will elaborate and implement One UN Joint Action "Cross-river support to Human Rights" Communication Strategy at the national and regional levels, including support and organization of media coverage of Programme's activities and events.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

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

II. Years of experience:

- Minimum 5 years of demonstrated experience in developing and implementing communication strategies and action plans, monitoring and evaluation of communication impact;
- Minimum 5 years of demonstrated experience in event organization and informational materials development;
- Experience in working with mass media in the Republic of Moldova (please, include a database of media editorship (at least 15, for ex: 10 national and 5 from the left bank, without personal contacts);
- Experience in the coordination and administration of communication activities for international organization or civil society organization would be an asset;
- Experience in coordinating communication activities of multiple stakeholders, including UN agencies within one project or programme, would be an asset;
- Previous experience in coordination of communication activities related to the rights of vulnerable groups would be an asset.

III. Competencies:

- Understanding of the Transnistrian context and specificity in working on the left bank of the Nistru River;
- Proven understanding of online media and new communication trends;
- Professional fluency in Russian, Romanian and English languages. Excellent writing skills will be an asset;
- Ability to think creatively, to develop and implement innovative solutions for traditional issues.

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;
- 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.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

1. Offerors letter to UNDP confirming interest and availability.
2. Personal CV including experience in similar projects and at least 3 references.
3. Proof of training and certification in communication/new media (if any)

5. FINANCIAL PROPOSAL

The financial proposal will specify the daily fee. Payments are made to the Individual Consultant based on the number of days worked and will be disbursed in monthly installments, upon submission and approval of deliverables, and certification by the supervising Programme 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:

- University degree in public relations, communication, journalism, social science or related areas. Additional degree/training and certification in communication/new media is an asset;
- Minimum 5 years of demonstrated experience in developing and implementing communication strategies and action plans, monitoring and evaluation of communication impact;
- Minimum 5 years of demonstrated experience in event organization and informational materials development;

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
1. University degree in public relations, communication, journalism, social science or related areas	Bachelor's – 30 pts, Masters and upper – 40 pts	40
2. Additional training and certification in communication/new media is an asset	No – 0 pts Yes - 15 pts	15
3. Minimum 5 years of demonstrated experience in developing and implementing communication strategies and action plans, monitoring and evaluation of communication impact	5 years – 40 pts, each additional year – 5 pts; up to max. additional 30 pts	70
4. Minimum 5 years of demonstrated experience in event organization and informational materials development	Up to 5 years – 0 pts; 4 years – 40 pts, each additional year – 5 pts; up to max. additional 20 pts	60
5. Experience in working with mass media in the Republic of Moldova (please, include a database of media editorship (at least 10, for ex: 7 national and 3 from the left bank, without personal contacts)	No experience - 0 pts; min 10 records - 40 pts; each additional record – 10 pts, up to a max of 60 pts.;	60
6. Experience in the coordination and administration of communication activities for international organization or civil society organization would be an asset	No experience - 0 pts.; min 1 record - 5 pts; each additional record – 5 pts, up to a max of 10 pts.	10
7. Experience in coordinating communication activities of multiple stakeholders, including UN agencies within one project or programme, would be an asset	No experience - 0 pts.; min 1 record - 10 pts; each additional record – 5 pts, up to a max of 20 pts..	20
8. Previous experience in coordination of communication activities related to the rights of vulnerable groups would be an asset	No experience - 0 pts.; min 1 record - 5 pts; each additional record – 5 pts, up to a max of 10 pts	10
9. Professional fluency in Russian, Romanian and English languages. Excellent writing skills will be an asset	Russian – 5 pts Romanian – 5 pts English – 5 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