



## TERMS OF REFERENCE

<b>Job title:</b>	<b>National Consultant on Media and Communication</b>
<b>Reference to:</b>	One UN Joint Action Cross-river support to Human Rights
<b>Contract type:</b>	Individual Contract (IC)
<b>Duty station:</b>	Chisinau
<b>Language requirement:</b>	Romanian, Russian and English
<b>Contract Duration:</b>	June 2021 - June 2022, estimated workload: up to 238 workdays.

### A. 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.

### B. 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.

#### **Job Summary / Responsibilities:**

- Elaborate annual Programme Communication Plans:

- Develop a professional media package to provide background information about the Programme, and establish processes for: (i) regular communication with media contacts; (ii) regular production of press releases; (iii) advising and assisting Programme’s partners in managing regional media interest at the community level;
- Organize press-clubs and press briefings;
- Write stories, press releases, blog posts and news about the Programme’s most important achievements to be placed in the national media, as well as in the local and regional websites, and provide media monitoring reports;
- Ensure communications on social media: write posts, coordinate development of assets, increase engagement in thematic groups;
- Provide support in the organization of Programme’s public events;
- Develop concepts of various communication products such as TV programmes, publications and other promotional and information materials;
- Coordinate production of multi-media products and promotional materials (printed);
- Contribute to the development of the Programme’s brand in cooperation with the selected consultant or company;
- Ensure a common approach to Programme’s communication and respect of Swedish and UN standards in communication;
- Elaborate and submit regular reports of the activity at agreed periodicity and reporting format.

**Key deliverables:**

<b>DELIVERABLE</b>	<b>DUE DATE</b>	<b>Estimated workload</b>
<b>Deliverable 1. Support the communication capacities of The Programme implementing agencies.</b> - Coaching provided to TN implementing partners to implement the Programme’s activities from communication perspective	June, 2022	<b>14 w/d</b> <i>(up to 1 w/d per month)</i>
<b>Deliverable 2. Contribute to the development of the Programme’s annual easy-read reports</b>	January, 2022	<b>10 w/d</b>
<b>Deliverable 3. Develop the annual Programme Communication Plans</b>	January 2022	<b>10 w/d</b>
<b>Deliverable 4. Implement the Communication Action Plan as per below:</b>		
- Up to 5 Media campaigns organized and public awareness increased through designing and promotion of media materials, social media banners, leaflets etc.	June, 2022	<b>46 w/d</b>
- Communications and public relations products developed (media advisories, media statements, social media postings, etc)	June, 2022	<b>42 w/d</b> <i>(up to 3 days per month)</i>
- Organize up to 10 media events - press briefings, conferences, round tables, press clubs	June, 2022	<b>30 w/d</b>
- Contribute to the development of at least 10 audio-visual materials annually and distribution on TV, Radio, including on Social Media	June, 2022	<b>28 w/d</b>
<b>Deliverable 5. Support the promotion of Programme best</b>		

<b>practices</b>		
- Produce up to 6 online newsletters on Programme activities	June, 2022	<b>20 w/d</b>
- Develop up to 10 success stories	June, 2022	<b>20 w/d</b>
- Develop press releases for at least 10 media events	June, 2022	<b>10 w/d</b>
<b>Deliverable 6. Monitoring and evaluation of communication impact. Contribution for Progress report</b> <i>(up to 2 w/d)</i>	Quarterly	<b>8 w/d</b>
<b>TOTAL</b>		<b>238 w/d</b>

**NOTE:**

1. Progress reports and final report must be provided in English, in a succinct and user-friendly language, hard and electronic copies on the monthly bases. The deliverables require the endorsement by the Programme Manager.
2. Payment will be made in monthly instalments upon the successful completion of the tasks assigned.

**C. ORGANIZATIONAL SETTING**

This is a part-time consultancy. The National Consultant will work under the direct supervision of and in cooperation with the Programme Manager and partner UN agencies' staff. The Consultant will work remotely, and the communication will be conducted via email, Skype and phone. The Consultant will provide short weekly progress reports via email.

**Performance evaluation**

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

**Travel and other logistic arrangements**

The Consultant is expected to carry out field media events that involves extensive travel into the Transnistrian region. Travel costs (media field visits, press trips, interviews and official events) to Transnistrian region will be covered by the Programme.

**Financial arrangements**

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

**D. INPUTS**

The UNDP will provide the Individual Consultant with the available information and materials for the fulfilment of tasks and will provide support with the organization of project official events, media events, press trips and meetings.

**E.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.

**F. SKILLS AND EXPERIENCE REQUIRED**

- I. Education:

- 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. 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 10, for ex: 7 national and 3 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.