



## TERMS OF REFERENCE

<b>Job title:</b>	Local Communication and Public Outreach Consultant
<b>Duty Station:</b>	Republic of Moldova, Chisinau
<b>Reference to the project:</b>	Migration and Local Development project (MiDL phase II)
<b>Contract type:</b>	Individual Contract
<b>Assignment type:</b>	National Consultant
<b>Contract duration:</b>	August 2021 – October 2022
<b>Expected workload:</b>	168 working days
<b>Indicative starting date:</b>	23 August 2021

### 1. BACKGROUND

Migration is one of the defining features of human existence. It significantly influences aspects of economic and social development, everywhere. Despite its negative connotations and stereotypes, migration has always been an important dimension of human development. It helps build connections, transform communities and empower people all over the world, also playing a key role in economic growth and sustainable development, both at the national and local levels.

Globally, UNDP is working to maximize the developmental benefits of human mobility and to mitigate any negative consequences. UNDP works with partner countries to balance short-term responses to addressing the impacts of emigration with long-term sustainable development solutions. UNDP addresses migration through development lenses.

The Republic of Moldova registers high levels of emigration, with significant impact observed at local and national levels. Although larger-scale emigration from Moldova started taking place only in the early 2000s, the intentions of the Moldovan diaspora to support and invest in their home country has been consistently high.

The Moldovan Government (GoM) has increasingly recognized the potential of the diaspora as a catalyst for its development efforts and acknowledges that, if addressed and managed properly, human mobility can also bring many opportunities, changes and improvements in the country. Due to the Swiss development support, the GoM migration policy focus shifted from a management and control perspective to capitalizing on the opportunities provided by migration. In 2017, the Moldovan Government approved normative amendments to expand the network of diaspora, migration and development (DMD) focal points to the local level. This network, facilitated by the well-coordinated institutional set-up, seeks to support implementation of a “whole-of-government approach” across national and local levels.

The UNDP intervention has helped translate this approach into more comprehensive and systematic engagement by developing a comprehensive approach to make emigration work for local development. The initiative, initiated in 2015, was implemented within the framework of the Swiss-funded Migration and Local Development Project (MiDL/ phase I). It aimed to connect Moldovan emigrants with their native localities in Moldova and to meaningfully engage them at all stages of community development, transforming emigration into an opportunity. During the pilot phase, 38 communities (representing over 10% of the country population and located in all regions of Moldova) have been supported to pioneer a new DMD model, which resulted in improved local infrastructure and local services with tangible benefit for over 310,000 citizens.

Building on the sustainable results achieved during its first phase of implementation, the objectives of the current project phase (2019 – 2021) are:

- Potential, current and returned migrants in the Republic of Moldova benefit from complex employment support services. In this sense national and local authorities will be fully equipped to respond to the needs of all categories of migrants at every phase of migration.
- Community members including the migrants are significantly involved in local development processes. Hereby, activities are focused on the close cooperation between public authorities, local stakeholders and migrants, aiming at an efficient implementation of local development initiatives.

The project's overall objective is to maximize the impact of migration on socio-economic development through an enhanced institutional framework and involved Diaspora.

To that end, the project envisages a comprehensive, tailor-made and multi-layered capacity building support for its beneficiaries to enable them to achieve the objectives and goals of the project. Engaging the Moldovan diaspora in local development requires sustained and complemented efforts by a broad range of stakeholders. More specifically, in its second phase of implementation, the MiDL project partners with:

- the State Chancellery of the Republic of Moldova, the Diaspora Relations Bureau and the Bureau for Reintegration;
- the Ministry of Health, Labor and Social Protection, and the National Employment Agency (NEA/ including its territorial units;
- Hometown Associations (HTAs), civil society and local community representatives; and
- Local Public Authorities (specifically the designated migration focal points).

## 2. OBJECTIVE AND EXPECTED OUTPUTS

UNDP intends to contract a National Consultant (hereinafter "the Consultant") to provide support in the implementation of the project's Communication Plan, with a specific emphasis on strengthening the communication capacities of HTAs and LPAs, and supporting them to develop and effectively implement outreach initiatives focusing on the local economic development opportunities.

To achieve the stated objectives, the Consultant is expected to:

- Support the communication capacities of HTAs and LPAs, with a focus on their local economic development initiatives and opportunities;
- Support communities and HTAs to develop communication and public outreach plans, and provide coaching (including via capacity building activities/ trainings);
- Establish meaningful partnerships with mass-media, at the local and national levels;
- Provide communication support with respect to the visibility of the project's activities (including via newsletters, press-tours, success stories, awareness raising campaigns and other dedicated events);
- Ensure compliance with all corporate rules and regulations of UNDP and the Donor organization in the field of communication and visibility promotion and reporting;
- Develop and submit monthly reports on the performed activities and carried out tasks (including relevant links, statistics, and disaggregated data);
- Prepare and submit the final activity report (including information on the stages passed, obtained results, complete list of communication products and their outreach, conclusions and recommendations).

## 3. KEY ACTIVITIES, DELIVERABLES AND TENTATIVE TIMETABLE

Key activities and deliverables	Tentative timetable
Support to communities and HTAs with respect to the development of communication and public outreach plans (including via capacity building activities/trainings) – provided to at least 25 beneficiaries	by 10 December 2021 30 WDs
Communication capacities of partner HTAs and LPAs – supported, with a focus on local development initiatives and economic opportunities	by 05 August 2022 36 WDs

Project's national outreach and mass-media partnerships – conceptualized and facilitated, with a focus on the promotion of local economic development opportunities and private sector engagement	by 05 July 2022 45 WDs
Assistance to the project and partners in the implementation of local outreach activities related to the 2022 edition of the International Family Remittances Day and Diaspora Days – provided, with a focus on local development initiatives and economic opportunities	by 05 September 2022 25 WDs
Communication support with respect to the visibility of the project's activities and materials (including via newsletters, guides, leaflets, press-tours, success stories, awareness raising campaigns and other dedicated events) - provided	by 03 October 2022 30 WDs
Final activity report (including information on the stages passed, obtained results, complete list of communication products and their outreach, conclusions and recommendations)	by 10 October 2022 2 WDs

*Note: Deliverables and the activity timeline can be amended or further specified for the purpose of the assignment.*

#### **4. INSTITUTIONAL ARRANGEMENTS**

The timeframe for the work of the Consultant is planned for the period August 2021 – October 2022. During this time, the Consultant is expected to work a total of 168 working days (part-time consultancy). The assignment shall be performed in close coordination with the Project Team and UNDP Communications Analyst, under the guidance and supervision of the Project Manager and Communication Officer.

For the duration of the assignment the Project will provide the Consultant the necessary information and materials for the fulfilment of the assignment, including office space, access to internet and printer. The UNDP project will also provide support for organizing the necessary meetings/ interviews and interacting with the relevant institutions and stakeholders.

All communications and documentation related to the assignment will be in English and/or Romanian.

All activities under this assignment shall be conducted in accordance with the COVID-19 health safety measures. Except the on-site missions in the Republic of Moldova, priority shall be given to office-based work and remote collaboration.

#### **5. FINANCIAL ARRANGEMENTS**

Payments will be disbursed in tranches upon submission and validation of deliverables by the Communication Officer (certifying that the services have been satisfactorily performed) and their subsequent approval by the Project Manager.

#### **6. QUALIFICATIONS AND SKILLS REQUIRED**

##### **Academic Qualifications:**

- Bachelor's degree or higher in Journalism, Communication, Public Relations, or another field relevant for the current assignment.

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

- At least 5 (five) years of experience in working with mass-media or public relations agencies;
- At least 2 (two) years of experience in developing and implementing communication strategies and/or public outreach campaigns (please submit examples/ links in the proposal);
- Previous experience in the design and delivery of trainings and workshops, as well as facilitation of public events;
- Professional certification in communication and/or new media will be an advantage;
- Proven experience in the use of social media, multi-media, and digital platforms;

- Experience in the collaboration with national and local public authorities will be an advantage;
- Experience in the collaboration with UNDP or other international organizations will be an advantage.
- Experience in mainstreaming gender and human rights aspects will be an advantage.

**Competencies:**

- Demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders to present ideas clearly and effectively;
- Strong sense of initiative and ability to work independently;
- Strong written communications and editing skills, with proven ability to meet tight deadlines, handle multiple priorities simultaneously and to adapt to changing circumstances;
- Excellent research, analytical and writing skills;
- Fluency in Romanian, English and Russian languages (verbal and written) is a must.

**Personal qualities:**

- Proven commitment to the core values of the United Nations, in particular respecting differences of culture, gender, religion, ethnicity, language, age, HIV status, disability, and sexual orientation, or other status;
- Responsibility, creativity, flexibility and punctuality, ability to meet deadlines and prioritize multiple tasks.

*The UNDP 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.*

## **7. 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 for the Individual Contractor assignment, with Financial Proposal (*in USD, specifying the requested amount per working day, including all related costs - quoted in separate line items*). Financial Proposal template prepared in compliance with the template in Annex 2;
- Duly updated CV with at least 3 references;
- Proposal, explaining why he/she is most suitable for the assignment, including past experience in similar assignments, providing a brief information on above qualifications, and methodology on how he/she will approach and conduct the work.

**Note:** *Please, refer to the Individual Procurement Notice of this recruitment for a more detailed information on the application and selection process.*