



## TERMS OF REFERENCE

<b>Job title:</b>	National Consultant to support the implementation of the CEC Communication Strategy
<b>Duty station:</b>	Chisinau, Republic of Moldova
<b>Reference to the project:</b>	Enhancing Democracy in Moldova through inclusive and transparent elections (EDMITE)
<b>Contract type:</b>	Individual Contract (IC)
<b>Expected workload:</b>	40 working days
<b>Indicative timeframe:</b>	January – March 2021

### 1. Background:

Electoral support and capacity development are part of UNDP's democratic governance assistance worldwide, through which UNDP helps nations build democratic frameworks to improve representation, accountability, and transparency for the benefit of citizens.

UNDP has a long-standing partnership with the Central Electoral Commission (CEC) and the Center for Continuous Electoral Training (CCET) aiming at advancing the democratic electoral processes in Moldova by consolidating the transparency and efficiency of elections' management, modernization of electoral IT solutions and enhancing the inclusiveness and participation of voters. This partnership, which spans over 10 years, resulted in the establishment of strong professional institutions, development of a modern State Automated Information System "Elections" (SAISE), the enhancement of the State Register of Voters' accuracy and the design and implementation of effective long-term civic and voter education instruments.

Throughout the last electoral cycles, CEC and CCET due to the continuous UNDP's support have demonstrated strengthened capacities and, despite challenges and persistent financial limitations faced by the institutions, delivered "well-administered elections" as attested by OSCE/ODIHR Observation Missions.

Building on the sustainable results achieved during the first phase of the Project implementation (2017 – 2020), the overall Goal of the current Project's phase (2020 – 2023) is to achieve an enhanced integrity, transparency, and inclusiveness of the electoral process in Moldova by ensuring a more independent and credible electoral administration and better informed and proactive citizens.

To achieve this goal, one of the Project's objectives will be supporting the CEC in enhancing its communication strategies during and between elections so that the inward and outward communication of the CEC contributes to the improvement in the transparency of the decision making in the institution.

The Objective is aligned and will seek to support the [CEC's Communication Concept for 2020-2023](#) (further the Strategy) and its vision of offering accessible, prompt and trustful information

to all electoral actors, despite their location, so that each actor feels her/himself an important part of the electoral process. To strengthen the CEC’s effective communication functions, the project aims to develop the CEC’s communication capacities in crisis situations. The mentioned Strategy defines a crisis as an event that can interrupt dramatically a normal functioning of an institution and can negatively impact its public image. In such situations it is very important to adopt a clear crisis communication strategy and action plan and ensure institutional transparency.

## **2. Scope of work and expected outputs**

The Project intends to contract a Local Consultant to support the implementation of the CEC Communication Strategy with the focus on crisis communication and on enhancing the institutional transparency. Offered consultancy will include both methodological support and practical exercises of implementing methodological guidelines using simulation training sessions and “learning by doing” practices by applying methodological guidelines to concrete life situations.

**To achieve this scope, the consultant will perform the following activities, but not limited to, tasks and activities:**

1. Hold an initial inception meeting with the CEC management and communication department to discuss expectations, approaches, and planning for the consultancy;
2. Analyse existing documentation and carry out consultations with key stakeholders (CEC, relevant public institutions, relevant CSOs, media and journalists, representatives of political parties, etc) to conduct a contextual assessment of the CEC’s needs in crisis communication and in enhancing institutional transparency;
3. Based on the findings of the contextual assessment and in line with CEC’s Communication Concept for 2020-2023, develop a guide with detailed practical recommendations and guidelines on managing crisis communication during and between elections with the focus on enhancing institutional transparency for the CEC and its Communications Department. The Guide will include, but not limited to, an internal institutional coordination plan on issuing and posting public messages.
4. Validate the guide with the EDMITE Project and CEC;
5. Develop concept and all related materials (agenda, case studies, real-life electoral crisis situations samples; role exercises, etc.) for simulation training sessions for the CEC staff on crisis communication and validate the concept with the EDMITE Project and CEC;
6. Based on the validated training Concept conduct three (3) one-day simulation training sessions for the CEC staff on crisis communication applying real-life electoral crisis situations as learning subjects;
7. With the view of practicing implementation of the Guide, offer practical targeted support to CEC on the elaboration of a communication risk management plan and required technical support (inputs for press releases, press conferences and press clubs and other relevant communications materials and events) related to consulting and promoting the package of legal amendments to the Electoral Code and related electoral legal framework;
8. Develop Final Activity Report on the assignments reflecting conducted activities, results achieved, challenges and lessons learned during the assignment.

## **3. Deliverables:**

#	Deliverable	Deadline
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1.	Detailed Work Plan of the assignment elaborated and presented	By 10 January 2022 Estimated 2 WDs
2.	Guide with detailed practical recommendations and guidelines on managing crisis communication during and between elections with the focus on enhancing institutional transparency for the CEC and its Communications Department submitted and validated with EDMITE Project and CEC.	By 10 February 2022 Estimated 15 WDs
2.	Three (3) one-day simulation training sessions, based on the validated concept, for the CEC staff on crisis communication applying real-life electoral crisis situations as learning subjects conducted	By 15 March 2022 Estimated 6 WDs
3.	Practical targeted support to CEC on the elaboration of a communication risk management plan and required technical support (inputs for press releases, press conferences, press clubs, talking points and other relevant communications materials and events) related to consulting and promoting the package of legal amendments to the Electoral Code and related electoral legal framework, with the view of practicing implementation of the Guide, provided.	By 20 March 2022 Estimated 15 WDs
4.	Final Activity Report on the assignments reflecting conducted activities, results achieved, challenges and lessons learned during the assignment submitted	By 28 March 2022 Estimated 2 WDs

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

*Note\*\*:* The number of days per each deliverable were used for purposes of calculation of total price of each deliverable. The payment against the contract will be lump sum amount based, disbursed in several instalments, upon submission and approval of deliverables and certification by UNDP Moldova Project Manager that the services have been satisfactorily performed.

**4. Financial settings:** Payment will be made in one or two installments upon the successful completion of the tasks assigned.

### **5. Organizational Setting:**

This is a part-time consultancy. The expert will work with the management and staff of the Central Electoral Commission for substantive aspects of the assignment, and under the direct supervision of the UNDP Project Manager – for administrative aspects. The consultant will submit the Report on the execution of the assignment as per the contract to UNDP EDMITE Project Manager.

### **6. Inputs:**

The CEC will provide the consultant with the necessary information and materials for the fulfillment of tasks.

### **7. Qualifications and skills required:**

#### **I. Academic Qualifications:**

- Master's Degree or equivalent (5-year university education) in Communication, Public Relations, International Relations, Journalism, Media Studies or other relevant field;

## II. Years and sphere of experience:

- At least 7 years of progressive professional experience in communication or public relations.
- At least 2 (two) assignments in conducting communications needs analysis in public and/or private institutions.

## III. Competencies:

- Proven experience in elaboration of communication/crisis communication strategies and/or guidelines;
- Proven experience of work in/with media outlets;
- Proven experience related to advisory on political/electoral/decision-making/processes is a strong advantage;
- Proven experience in providing trainings/coaching on communication for public institutions;
- Experience in working with international organizations, including UN agencies is an asset;
- Excellent communication and report writing skills demonstrated by the previous assignments (links/documents to be provided);
- Knowledge of Romanian, Russian and English languages for the purpose of the assignment

## IV. 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
- Capacity of collaboration and teamwork, initiative, creativity, resourcefulness

The United Nations Country Team in the Republic of 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 proposals:**

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

- Proposal: explaining why they are the most suitable for the work including previous experience in similar Projects (please provide brief information on each of the above qualifications, item by item);
- Financial proposal (in USD, specifying a total requested amount per working day, including all related costs, e.g. fees, phone calls etc.);
- Duly completed and signed Personal History Form (P11), personal CV and at least 3 references.

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