

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 19 November 2021

**Country:** Republic of Moldova

**Description of the assignment:** National Consultant to support the implementation of the CEC Communication Strategy

**Period of assignment/ services:** January - March 2022 (40 working days)

**Contract type:** Individual Contract (IC)

Proposals should be submitted **online by pressing the "Apply Online" button**, no later than **6<sup>th</sup> of December 2021, 16:00 Moldova Local time (GMT+2)**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [Olga.crivoliubic@undp.org](mailto:Olga.crivoliubic@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.

**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), Ministry of Education and Research and the Center for Continuous Electoral Training (CCET) aiming at advancing the electoral education and democratic electoral processes in Moldova. 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 and citizens education instruments.

Throughout the last electoral cycles, CEC and CCET demonstrated a high level of capacity in organizing the Presidential, Parliamentary Elections and General Local Elections. Despite the challenges and persistent financial limitations faced by the institutions, due to the continuous UNDP's support, the CEC and the CCET 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 pro-active 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 (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) and practical exercises of implementing methodological guidelines using simulation training sessions and "learning by doing" practices by applying methodological guidelines to concrete life situations.

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

### 3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

#### 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 (seven) 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.*

### 4. 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.
- ✓ Technical proposal (*including brief description of experience, approach, and methodology for the completion of the assignment*).
- ✓ Financial proposal (in USD, specifying a total requested amount per working day and per deliverable, including all related costs, e.g. fees, phone calls, etc. The financial proposal will detail the daily fee, travel expenses and per diems quoted in separate line items).
- ✓ Personal updated CV.

Incomplete applications will not be considered.

**5. FINANCIAL PROPOSAL**

**Lump sum contracts**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables. Payment will be made upon the successful completion of the tasks assigned and submission of the assessment report. Payments are based upon output, i.e. upon delivery of the services specified in the TOR. To assist the requesting unit in the comparison of financial proposals the financial proposal shall include a breakdown of this lump sum amount (including fee, taxes, communication costs, travel, per diems, and number of anticipated working days).

**Travel**

All envisaged local travel costs must be included in the financial proposal.

This includes all travel to join duty station.

**No international travel is envisaged under this assignment.**

**6. EVALUATION**

Initially, the Principal National Consultant will be short-listed based on the following **minimum qualification criteria**:

- Master’s Degree or equivalent (5-year university education) in Communication, Public Relations, International Relations, Journalism, Media Studies or other relevant field;
- At least 7 (seven) 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;

Individuals who passed the minimum qualification criteria will be short-listed and will pass

**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 70% score of the technical evaluation (at least 210 points) would be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
<b><u>Technical</u></b>		
Master’s Degree or equivalent (5-year university education) in Communication, Public Relations, International Relations, Journalism, Media Studies or other relevant field;	Master’s degree or equivalent – 10 pts., PhD – 15 pts.	15
At least 7 (seven) years of progressive professional experience in communication or public relations.	(7 years – max. 30 pts, each additional year – 5 pts, up to max. 50 pts)	50
At least 2 (two) assignments in conducting communications needs analysis in public and/or private institutions;	(2 assignments – 30 pts., each additional assignment – 10 points; up to max. 50 pts.)	50

Proven experience in elaboration of communication/crisis communication strategies and/or guidelines;	(No – 0 pts; each assignment – 15 pts., up to max. 45 pts.)	45
Proven experience of work in/with media outlets;	<i>(each assignment – 5 points; up to max. 25 pts.)</i>	25
Proven experience related to advisory on political/electoral/decision-making/processes is a strong advantage;	<i>(each assignment – 10 points; up to max. 30 pts.)</i>	30
Proven experience in providing trainings/coaching on communication for public institutions;	<i>(each assignment – 10 points; up to max. 30 pts.)</i>	30
Excellent communication and report writing skills demonstrated by the previous assignments (links/documents to be provided);	<i>(each assignment – 5 points; up to max. 25 pts.)</i>	25
Experience in working with international organizations, including UN agencies is an asset;	<i>(each assignment – 5 points; up to max. 15 pts.)</i>	15
Knowledge of Romanian, Russian and English languages for the purpose of the assignment	Fluency in Romanian - 5 pts, Russian – 5pts, English - 5 pts.;	15
<b>Maximum Total Technical Scoring</b>		<b>300</b>
<u>Financial</u>		
<p>Evaluation of submitted financial offers will be done based on the following formula:  <b><math>S = F_{min} / F * 200</math></b>  <b>S</b> – score received on financial evaluation.  <b>F<sub>min</sub></b> – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round.  <b>F</b> – financial offer under consideration</p>		<b>200</b>

### 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**