



TRTP/IFAD VIII	
PP 2021	
Ref. AWPB Nr.	1.2.1.2
Component	1
Category	1
Loan/Grant	IFAD Loan/GoM

Terms of Reference:

Selection of consultant in Communication to strengthen technical capacity of the Ministry of Agriculture and Food Industry

Abbreviations:

TRTP	Talent Retention for Rural Transformation
CPIU IFAD	IFAD Consolidated Programme Implementation Unit
ToR	Terms of Reference

1. Client

The Client is IFAD Consolidated Programme Implementation Unit.

The Beneficiary is the Ministry of Agriculture and Food Industry of Moldova.

2. Country background

Moldova is a small lower middle-income country highly dependent on agriculture, which is the main source of livelihood in rural areas where live approximately 75% of the population.

Agriculture is an important employment sector in rural areas, where other jobs are not sufficiently developed. Currently around one third of the population works abroad and the labour migration has left the country with the aging population.

Despite the fact that in the past decade Moldova has made a considerable progress in socio-economic and welfare development, it is still one of the poorest countries in Europe and there still remain some segments of the population who still face significant disadvantages, including smallholders, women and youth.

A proactive approach, driven by the state institutions, donor community and agricultural producers and associations is needed to raise the competitiveness and outputs of the Moldovan agriculture sector in order to increase the level of incomes and quality of life in rural areas, especially among youth, women and smallholders, and therefore to prevent outmigration.

3. Background on project

Project	Talent Retention for Rural Transformation (TRTP)
Project launch	13/01/2021
Project end	30/09/2027
Project objectives	<ul style="list-style-type: none">Reduction in poverty and outmigration from rural areas through the enhancement of smallholder resilience to climate change and economic risk and ensuring access to markets.
Project target area and groups	<ul style="list-style-type: none">TRTP has a national coverage and is implemented in the areas controlled by the Government of Moldova (GoM) except the entities registered in Chisinau and Balti.

	<ul style="list-style-type: none"> Target Group: commercially-oriented smallholder farmers and youth entrepreneur's cultivating up to 10 hectare, especially women farmers.
Implementation agency	IFAD Consolidated Programme Implementation Unit
Project components	Component 1. Resilient Economic Transformation: <ul style="list-style-type: none"> 1.1. Enhancing Climate Resilience 1.2. Agribusiness Development Component 2. Entrepreneurship Finance: <ul style="list-style-type: none"> 2.1. Affordable credit for youth and women 2.2. Rural Finance sector development

4. Background on the assignment

The importance of communications specialists consists in developing and nurturing relationships between the Ministry and consumers, legislators, farmers, agribusinesses, commodity groups, and governmental agencies, and members of the media. The TRTP project design document specifies that the project will strengthen the capacity of the Ministry of Agriculture and Food Industry by providing a communication consultant in order to help disseminate the information flow regarding the Ministry activity.

A communications specialist will take charge of addressing the public by coming up with various strategic campaigns, newsletters, public correspondence, press releases, and advertisements. Its primary role will focus on promoting, shaping, and enhancing the Ministry's image through public relations. Work assignments will involve frequent direct contact with the public, as well as performing various research support functions, providing significant support services to all the Ministry departments.

5. Overall objectives

The overall goal of the Talent Retention for Rural Transformation (TRTP) Project is reduction in poverty and outmigration from rural areas through the enhancement of smallholder resilience to climate change.

The development objective of the Project is to enable the rural poor (especially youth, women and smallholders) to increase their production capacity, resilience to economic, environmental and climate-related risks and access to markets.

6. Objectives of the assignment

The TRTP project will strengthen the capacity of the Ministry of Agriculture and Food Industry by providing it communication consultant. The communications specialist will be responsible for internal and external communications (including main website content and social marketing), media relations and events support. Determines content topics, coordinates with other departments to obtain information, writes, edits, designs and disseminate the information to partners, institutions, private sector entities etc. Prepares and supervises the production of press releases, announcements, brochures, event materials, photographs, newsletters, etc.

7. Scope of work

CPIU IFAD will contract a **communication consultant** who will support the Beneficiary.

The main tasks of the Consultant will include, but are not limited to the following activities:

- Develop effective communication strategies and communications campaigns to ensure greater visibility and public understanding of the Ministry's objective and results;
- Manage internal communications (memos, newsletters etc.);
- Create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals;
- Copyedit, proofread, and revise communications;
- Writing, editing, and distributing press releases;
- Prepare briefing materials;

- Support in organizing and planning events or press conferences;
- Conduct extensive media outreach;
- Liaise with media and handle requests for interviews, statements etc.;
- Perform damage control in cases of bad publicity;
- Facilitate the resolution of disputes with the public or external partners;
- Coordinate scheduling and logistics of conferences, trade shows, and press interviews;
- Monitoring, maintaining and responding to public media inquiries;
- Tracking, monitoring, measuring and disseminating, both social and traditional, media mentions;
- Manage information.

The Consultant will agree the planned activities, his/her schedule, level of effort and the detailed expected outcomes directly with the Beneficiary.

8. Capacity building and transfer of knowledge

In the process of contract execution, the communication consultant will develop textual, informative, video materials that will contribute to the promotion of actions undertaken by the Beneficiary and as a result of activities will stimulate large-scale rural economic growth and reduce poverty through complementary investments and strengthening farmers' resilience to climate change, especially for young people, women and small agricultural producers in rural areas. The media will be the tool through which local and regional information will be distributed.

9. Reports and schedule of deliverables

Technical reports

The Consultant will provide the agreed technical reports to the Beneficiary and their copies to the Client.

Monthly reports

The Consultant will provide monthly activity reports, signed by the person designated by the Beneficiary, to CPIU IFAD for the purposes of disbursement to the Consultant. These reports will include a brief description of the performed activities indicating the number of man-days spent to implement those activities.

10. Consultant's qualifications and experience

The key criteria for shortlisting are the following:

Criteria	Weight
1. General qualifications:	
• A minimum of a bachelor's degree in journalism, communications, or equivalent.	10
• Master's degree is a strong asset.	5
2. Specific previous experience in the field for vacant position:	
• At least 5 years of relevant professional experience performing tasks similar to the required job position/in the field of agricultural journalism;	25
• 3 years of progressively responsible experience in communications, and public information, or a related field.	10
• At least one previous experience in liaising and co-operating with media journalists, government officials, NGOs, and the private sector;	10
3. Language skills: Fluency in Romanian and Russian, English will be an advantage	5
4. Computer management skills especially office productivity tools	5

5. Competencies (through Interview for candidates that score at least 49 points on the above criteria 1 to 4):	
• Highest standards of professionalism and integrity	10
• Excellent problem solving and analytical skills using creativity and innovation	10
• Excellent communication (especially written communications; group facilitation skills), networking and coordination skills with various stakeholders	5
• Excellent planning and organizational abilities and attention to detail	5
TOTAL	100

A consultant will be selected in accordance with the ICS procurement method set out in IFAD' project procurement handbook that can be accessed via the IFAD website at <https://www.ifad.org/documents>. The top ranked consultant will be invited in due course to submit a technical and financial proposal that will be evaluated and negotiated. The passing score for shortlisting is 70%.

11. Location and period of execution

The Consultant will be based in Chisinau, Republic of Moldova, Ministry of Agriculture and Food Industry office. The assignment might require trips outside Chisinau or abroad.

The consultant will be hired full-time (40 working hours per week) for the 12 months period of 2022. Upon successful collaboration with the Beneficiary, the contract period might be extended.

12. Project coordination

The Consultant will coordinate the technical part of his/her assignment, including the concrete goals and planned activities with the person designated by the Beneficiary.

13. Services and facilities to be provided by client

It is not expected that the beneficiary will provide to the Consultant any facilities related to implementation of this contract.

It is expected that the Beneficiary will provide to the Consultant the office equipped with printer and internet connection, computer and other equipment necessary to perform the activities.

It is expected that the Beneficiary will provide to the Consultants access to information necessary to perform Consultant's activities.

In case any local/international trips are needed to perform the activities and are agreed with the Beneficiary, the Beneficiary will provide to the Consultant transportation or will reimburse the cost of this transportation.

14. Services and facilities to be provided by the consultant

The Consultant will provide to the Beneficiary the services described in this ToR.

15. Additional information

The CPIU IFAD is entitled to cancel the tender at any stage of the competition due to the impossibility of financial coverage or due to unconformity of the tenderers to the requirements specified in the tender documents or other justified reason.