

**Terms of Reference**

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| **Position** | National Communications Consultant |
| **Type of the contract** | SSA Consultant |
| **Duty Station** | Chisinau |
| **Application Deadline** | 28 January 2022 |
| **Duration:** | Up to 70 days (February-December 2022) |
| **Supervision:** | Communications Officer, UN Women Moldova CO, Chisinau |

1. **Background**

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; the achievement of equality between women and men as partners and beneficiaries of development; human rights; as well as humanitarian action and peace and security. Placing women's rights at the center of all its efforts, UN Women leads and coordinates United Nations system efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world. It provides strong and coherent leadership in support of Member States' priorities and efforts, building effective partnerships with civil society and other relevant actors.

Communications is a key component of UN Women Moldova Country Office’s work and constitutes a vehicle for ensuring visibility for successful UN Women Moldova initiatives, results and programmes as well as for raising awareness about key issues of gender equality and women’s empowerment. Effective communications also contribute to mobilizing resources as donors would like to see value for money. Yearly UN Women on the Global, Regional and country levels is conducting key regular communication campaigns such as [International Women’s Day](https://www.unwomen.org/en/news/stories/2020/11/announcer-international-womens-day-2021) and [16 Days of Activism Against Gender-Based Violence](https://www.unwomen.org/en/news/in-focus/end-violence-against-women). In 2019 the [Generation Equality Campaign](https://www.unwomen.org/en/get-involved/beijing-plus-25) was launched marking 25 years since Beijing Declaration and Platform for Action.

In the context of world-wide pandemic of COVID-19, announced by WHO on 12 March 2020, UN Agencies undertook interventions to embark more on supporting national response to halt, reverse and eliminate the outbreak in Moldova, focusing on both lifesaving (health specific), community engagement, public health awareness and communication to limit the exposure to the infection. Since the outbreak of the COVID-19, UN Women has been at the forefront in providing evidence on its impact on women and men, in advocating for gender responsive economy rebuilding, as well as in joint with the UN sister agencies and women’s NGOs/ grassroots organizations mobilizing for provision of direct support and assistance to people and families in most need of immediate supplies and protective items.

In line with the Socio-Economic Response Plan 12, Activity 2.1, *Increasing the access of vulnerable women and their dependents to food and other essential supplies*, *including prevention supplies* and Output: *Women from vulnerable groups (including Roma women, women with disabilities, sex workers, single mothers, women with low or no income and others) have access to food, personal care and hygiene products, and protection supplies*, UN Women will conduct an intervention with support of Netherlands with the aim to contribute to the improvement of the well-being of people of Moldova, in particular of the most vulnerable women. The intervention will provide women from underrepresented groups and their families from selected communities with essential products and protective materials, to improve their resilience against COVID-19 and its consequences.

In this connection, UN Women Moldova Country Office intends to hire a consultant to facilitate communication initiatives and events and increase the visibility of UN Women activities.

**II.** **Objective**

The objective of this Consultancy is to support UN Women communications team in elaboration and implementation of local communication campaigns, materials and events in strict compliance with the HQ and Regional communication and visibility guidelines and thus increase the visibility and participation of UN Women as a whole, as well as of the UN Women Moldova Country Office and its donors.

**III. Duties and Responsibilities:**

Working under the overall supervision of the Communications Officer, the consultant will be responsible for the following:

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| **№** | **Tasks** | **Estimated workload, days** |
| 1 | Provide substantive contribution to elaboration of the local communication activities and campaigns concepts in strict compliance with HQ and Regional guidelines | 15 |
| 2 | Contribute to the production of content and communication materials - human stories, videos, articles for website, etc. | 10 |
| 3 | Contribute to the production of visual content - social media cards, etc. | 10 |
| 4 | Draft and plan campaigns-related content for Social Media channels - Facebook, Twitter, and Instagram | 10 |
| 5 | Elaborate concept notes for the campaign events, coordinate events visibility and logistical arrangements | 15 |
| 6 | Draft media invitations and press releases | 5 |
| 7 | Other ad hoc tasks to support UN Women communication team | 5 |
| **Total:** | | **Up to 70** |

**IV. Deliverables and Timeframe**

The consultant will be expected to complete the following deliverables within the indicative timeframe:

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| **№** | **Deliverables** | **Delivery Deadline** |
| 1 | Draft a detailed plan for the communication activities and products to be implemented around the intervention on COVID-19 support | 18 February 2022 |
| 2 | Detailed work report in English on major tasks performed | 28 April 2022 |
| 3 | Coordinate and conduct implementation of all communication activities around the intervention on COVID-19 support | 31 July 2022 |
| 4 | Report on the communication activities carried-out around the intervention on COVID-19 support | 15 August 2022 |
| 5 | Detailed work report in English on major tasks performed | 28 August 2022 |
| 6 | Draft concepts for the local communication activities and products to be implemented around 16 Days of Activism Against Gender-Based Violence Campaign (on 25 November – 10 December 2022 | 30 September 2022 |
| 7 | Report on the local communication activities and products implemented around 16 Days of Activism Against Gender-Based Violence Campaign | 20 December 2022 |
| 8 | Final work report on undertaken activities under the assignment including all the links on photos/materials/reports, etc. | 28 December 2022 |

**V. Duration of the Assignment**

The assignment shall commence in February 2022 and shall expire in December 2022 for up to 70 working days in line with the indicative timeframe described under “Deliverables and Timeframe” section.

**VI.** **Inputs**

UN Women will provide the Consultant with the background materials, UN Women project documents, as well as other relevant materials with regards to implementation of the tasks under this TOR.

**VII.** **Travel and Other Logistic Arrangements**

All travel related to organizing the communication events, including visits and meetings with project partners outside Chisinau will be covered financially by UN Women. All costs related to travels within Chisinau should be foreseen in the “all-inclusive” daily fee.

**VIII. Performance Evaluation**

Consultant’s performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered. All reports must be provided in English, electronically.

**IX. Financial Arrangements**

Payments will be made quarterly upon satisfactory delivery of outputs/products in accordance with specified requirements and submission, review and approval of reports by the Communications Officer and the relevant CO staff.

The time needed to complete tasks will be agreed with the Communications officer prior to being carried out. The Consultant will need to prepare a comprehensive work report with cost breakdown. The Consultant will be paid per number of the days worked for each event.

**X. Management Arrangements**

The consultant will work under the supervision of the UN Women Communications Officer and in collaboration with Communication Team. The Consultant will not be located in the premises of UN Women and will have to work remotely. However, the consultant is expected to have periodical coordination meetings with Communication Team and participate in relevant staff meetings.

**XI. Competences and Qualifications:**

**Core Values:**

* Cultural Sensitivity and valuing Diversity
* Integrity
* Professionalism

**Core Competencies:**

* Awareness and Sensitivity Regarding Gender Issues
* Ethics and Values
* Accountability
* Self-management and emotional intelligence
* Creative Problem Solving
* Effective Communication and Information Sharing
* Continuous Learning and Knowledge Sharing
* Work in teams
* Leading by Example

Please visit this [link](http://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-employment-values-and-competencies-definitions-en.pdf) for more information on UN Women’s Core Values and Competencies.

**Functional Competencies:**

* Excellent command of Romanian and English, Russian will be an asset;
* Excellent writing skills in Romanian and English in preparing briefs, reports, human interest stories, news, articles and similar work for various audiences;
* Experience in web content management (uploading articles, photos, videos, updating existing information on website);
* Solid understanding of and hands-on experience in communications and outreach/advocacy;
* Ability to produce well-written text;
* Ability to achieve results and to work in teams;
* Multi-tasking;
* Ability to use Information Technology effectively as a tool and resource;
* Ability to work under pressure and within limited time frames;
* Ability to consistently approaches work with energy and a positive, constructive attitude;
* Ability to work in an independent manner and organize the workflow efficiently;
* In-depth knowledge of gender equality and women’s rights issues will be an asset;
* Good command of graphic design software such as Illustrator, InDesign, Photoshop etc. would be an asset.

**Qualifications:**

* University degree in foreign languages/literature/journalism/ communication and public relations or in other relevant domain. Master’s degree in the afore-mentioned domains would be an asset.
* At least 2 years of relevant experience in journalism, public relations and/or mass communications;
* At least 2 years of experience in elaboration and conducting of communication campaigns on social issues;
* Experience in web content management systems (Drupal or other) would be an asset;
* Knowledge of graphic design software would be an asset;
* Relevant experience in related areas in UN Women or UN agencies would be an asset;
* Experience on development of campaigns/materials on gender would be an asset.

**Language:**

* Fluency in Romanian and good command of English (written and oral);
* Fluency in Russian language would be an asset.

**Application procedure:**

Interested candidates are invited to submit their online applications with the following documents:

* **Cover letter** to include a brief overview in English (unedited text) about which of yourprevious experiences makes you the most suitable candidate for the advertised position.
* **P11** with experience in similar assignments; can be downloaded at[http://www.unwomen.org/about-us/employment,](http://www.unwomen.org/about-us/employment) a signed copy should be submitted.
* **Financial Proposal** The financial proposal should contain daily fee for the required work tasks;
* **Examples of campaigns/materials/products** elaborated by the candidate or under his/her coordination;
* **Portfolio with 2-3 visuals** to illustrate command of graphic design software.

**Evaluation of applicants:**

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

* University degree in foreign languages/literature/journalism/ communication and public relations or in other relevant domain.
* At least 2 years of relevant experience in journalism, public relations and/or mass communications.
* Fluency in Romanian, good command of English.

The short-listed individual consultants will be evaluated using a cumulative analysis method taking into consideration the combination of qualifications and financial proposal. Contract will be awarded to the individual consultant whose offer has been evaluated and determined as:

1. Responsive/compliant/acceptable, and
2. Having received the highest score out of below defined technical and financial criteria.

The short-listed individual consultants will be further evaluated based on a cumulative analysis scheme, with a total score being obtained upon the combination of weighted technical and financial attributes. Cost under this method of analysis is rendered as an award criterion, which will be 30% out of a total score of 1000 points.

Evaluation of submitted offers will be done based on the following formula:

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Description automatically generated with low confidence

where:

T is the total technical score awarded to the evaluated proposal (only to those proposals that pass 70% - minimum 490 points obtainable under technical evaluation);

C Is the price of the evaluated proposal;

Clow is the lowest of all evaluated proposal prices among responsive proposals; and

X is the maximum financial points obtainable (300 points)

Technical evaluation will be carried out through desk review of applications and interview of the short-listed candidates.

**Technical Evaluation (70%)**

The technical evaluation is done based on its responsiveness of short-listed candidates qualifications to the Terms of Reference (TOR) and results from interview.

| # | **Criteria for technical evaluation** | **Scoring** | **Max. points** |
| --- | --- | --- | --- |
| 1 | University degree in the domain of foreign languages/literature/journalism and public relations or in other related domains | Bachelor’s degree – 140 pts  Master’s degree – 50 pts | 190 |
| 2 | At least 2 years of relevant general experience in Journalism, Public Relations and/or Mass Communications | 2 years - 150 pts  Each subsequent year – 20 pts | 190 |
| 3 | At least 2 years of experience in elaboration and conducting of communication campaigns on social issues | 2 years - 20 pts  Each subsequent year – 10 pts | 40 |
| 4 | Experience in web content management systems | No - 0 pts  Yes – 15 pts | 15 |
| 5 | Command of graphic design software | No - 0 pts  Yes – 15 pts | 15 |
| 6 | Working experience with UN and/or international organizations | No – 0 pts  Yes – 15 pts | 15 |
| 7 | Experience on development of campaigns/materials on gender | No – 0 pts  Yes – 15 pts | 15 |
| 8 | Command of Romanian, English and Russian - to be assessed during interview - fluency to be ranked at maximum, good command at zero, any in between levels on a pro-rata basis | Romanian - 30  English – 30 pts  Russian – 20 pts | 80 |
| 9 | Interview |  | 140 |
|  | **Maximum total technical scoring:** |  | **700** |

Only candidates obtaining a minimum of 490 points in the technical evaluation would be considered for financial evaluation.

As the next stage, the financial proposal of candidates, who have attained minimum 70% score in the technical evaluation, will be compared as indicated below.

**Financial Evaluation (30%) – max. 300 points:**

The maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other price proposals receive points in inverse proportion. A suggested formula is as follows:

**p = 30 (μ/z)**

Using the following values:

p = points for the financial proposal being evaluated

μ = price of the lowest priced

proposal z = price of the proposal being evaluated

**WINNING CANDIDATE**

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).