

**Terms of Reference**

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| **Position** | National Communications Consultant  |
| **Type of contract** | SSA Consultant |
| **Duty Station** | Chisinau |
| **Application Deadline** | 25 July 2022 |
| **Duration:** | Up to 90 days (August 2022-April 2023) |
| **Supervision:** | EVA project Communications Officer, UN Women Moldova CO, Chisinau |

**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.

Starting with January 2020 UN Women Moldova, in partnership with UNICEF implements an EU funded Project “Strengthened Gender Action in Cahul and Ungheni districts in Moldova” (EVA). The overall purpose of the EVA is to promote gender equality, women’s empowerment through strengthened implementation of gender mainstreaming in local policies and combating gender-based and domestic violence affecting women and children in two focal regions: Ungheni and Cahul.

The project contributes to the consolidation and fortification of gender mainstreaming at the local level, in line with the provisions of the National Strategy to Ensure Equality between women and men in the Republic of Moldova. The project also tackles domestic violence against women and children, being focused particularly on improving the capacity and assessment tools of multi-disciplinary specialist response and services, including sexual forms of violence in domestic violence.

The programme is aimed at achieving the following results*: Gender equality is promoted and mainstreamed in local policymaking and decision taking* and *Victims of domestic, including sexual, violence have greater access to effective survivor-focused multi-disciplinary services and violence prevention is piloted in local schools and communities.*

**Objective**

The objective of this Consultancy is to support EVA Project and UN Women communications teams in elaboration and implementation of local communication campaigns in Cahul and Ungheni, materials and events in strict compliance with donors’ and UN Women 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.

**Duties and Responsibilities**

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

**a. Draft and develop communication concepts and events, with a specific focus on Gender Equality and EVAW.**

* Design and develop concepts for communication activities together with the Communication officer ensuring integration of the gender perspective;
* Monitor and analyze print and social media and contribute to the preparation of reports;
* Assist the launch and the preparation of UN Women, EVA Project campaigns and special events;

**b. Develop and disseminate communication and advocacy materials in the Cahul and Ungheni regions**

* Draft and assist the development of communication instruments and materials, including briefing materials, media invitations and press releases, news items, stories and coordinate their dissemination through effective channels;
* Coordinate and monitor the publications in media;
* Contribute to the supervision of the services provided by video production companies and other service providers to produce written, audio/ visual material on EVA Project work;
* Draft and develop brochures, factsheets, news items, stories from the field to inform media and general public at the regional level.

**c. Be responsible for the publication of materials on the website and ensure the online presence of EVA Project activities.**

* Oversee and maintain up to date the EVA activities (news items, articles, publications) on the website in close coordination with the EVA Communication Officer;
* Coordinate COs’ web-presence in line with corporate web policy;
* Develop social media cards and ensure the presence on social media accounts (Facebook, Twitter, Instagram) in line with corporate social media policy together with the relevant team members.

**Expected Deliverables and Payment Schedule**

The following table summarizes main activities and expected deliverables against targeted delivery deadlines and indicates working days to be invested by the Consultant.

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| **Deliverables** | **Timeframe** | **Amount of payment** |
| Timesheet Report on tasks performed  | On a monthly basis, by the 25th of every month | Monthly lump sum |

The Consultant shall be paid upon successful completion of the deliverables in monthly installments as per the above table. Payment shall be disbursed only if all the agreed functions in this workplan are submitted to UN Women EVA Communication Officer within the timeframes stipulated in the TOR and they are approved by the respective supervisor. Without submission and approval of the deliverables, Consultants shall not receive any payment even if they invest time for this assignment.

**Duration of the Assignment**

The assignment shall commence in July 2022 and shall expire in April 2023 for up to 100 working days (up to 10 working days per month) in line with the indicative timeframe described under “Deliverables and Timeframe” section.

**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.

**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 travel within Chisinau should be foreseen in the “all-inclusive” daily fee.

**Performance Evaluation**

A 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.

**Management Arrangements**

The consultant will work under the supervision of the UN Women EVA Project Communications Officer and in collaboration with CO 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 the Communication Team and participate in relevant staff meetings.

**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](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.unwomen.org%2Fsites%2Fdefault%2Ffiles%2FHeadquarters%2FAttachments%2FSections%2FAbout%2520Us%2FEmployment%2FUN-Women-values-and-competencies-framework-en.pdf&data=05%7C01%7Ciurie.tarcenco%40undp.org%7Cfd1beae6711f4c03a7a208da4f6a4acd%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637909615319605452%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=hUfweTG0MbOJEGfi1MrPUcNAV832SH7yWbVXdLhhBxM%3D&reserved=0) for more information on UN Women’s Core Values and Competencies.

**Qualifications**

**Education:**

* Master’s degree (or equivalent) in communications, public relations, journalism or relevant field is required.
* A first-level university degree in combination with two additional years of qualifying experience **may be accepted** in lieu of the advanced university degree.

**Skills and Experience:**

* At least 2 years of professional work experience at national or international level in public relations, communications or advocacy, including in media relations;
* Experience in the use of social media;
* Experience in the use of graphic design (Canva, Photoshop, etc.), is an asset;
* Experience in gender and women’s rights fields is an asset;
* Experience in media relations is an asset.

**Language Requirements:**

Fluency in Romanian and English (written and oral). Russian is 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.
* Fully completed **UN Women Personal History Form (P11 form)** as attachment [**UN Women Personal History Form**](https://www.unwomen.org/sites/default/files/Headquarters/Attachments/Sections/About%20Us/Employment/UN-Women-P11-Personal-History-Form.doc)**instead of CV/resume**
* **Financial Proposal** The financial proposal should contain a daily fee for the required work tasks;
* **Examples of campaigns/materials/products** elaborated by the candidate or under his/her coordination;

*At UN Women, we are committed to creating a diverse and inclusive environment of mutual respect. UN Women recruits, employs, trains, compensates, and promotes regardless of race, religion, color, sex, gender identity, sexual orientation, age, ability, national origin, or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, competence, integrity and organizational need.*

*If you need any reasonable accommodation to support your participation in the recruitment and selection process, please include this information in your application.*

*UN Women has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UN Women, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. All selected candidates will be expected to adhere to UN Women’s policies and procedures and the standards of conduct expected of UN Women personnel and will therefore undergo rigorous reference and background checks. (Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.)*