

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **12 September 2022**

Country: Republic of Moldova

Description of the assignment: **National Consultant on Media and Communication**

Project name: EU4Moldova: Focal Regions Programme (EU-funded)

Period of assignment/services: November 2022- October 2023, 75 working days

Proposals should be submitted online by pressing the "Apply Now" button no later than **26 September 2022**.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: victoria.josan@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

The EU4Moldova: Focal regions Programme (further Programme) is based on the European Commission Implementing Decision on the Annual Action Program 2018 in favour of the Republic of Moldova and is funded by the European Union and implemented by the United Nations Development Programme.

The overall objective of the five-year Programme is to strengthen the economic, territorial and social cohesion in the Republic of Moldova through smart, green, inclusive, sustainable and integrated socio-economic development as well as improving the standards of living of the citizens in the focal regions: Cahul and Ungheni.

To this end, this Programme will address the urban-rural divide and regional disparities, stimulate economic growth and job creation, refurbish and upgrade targeted social and technical infrastructure in selected focal regions (smaller towns and villages) while taking into account climate change and gender perspective in the activities of the Programme.

Specific objectives:

1. To strengthen transparency, accountability of local public authorities and people's participation in local governance processes in the focal regions.
2. To improve citizens' access to quality public services and utilities in the pilot focal regions.
3. To create employment opportunities for men and women in the focal regions and improve the attractiveness of the pilot regions for investors and entrepreneurs.
4. To promote the smart specialization of the economy of the focal regions through the development of the clustering and value chain approach in key economic sectors.

The Program objectives will be achieved through measures targeted at: (i) capacity building to support the implementation and monitoring of local economic development plans; (ii) civil society engagement in local planning, governance processes and basic social service delivery; (iii) provision of investment funding in support of the creation and/or development of social and technical infrastructure which, combined with the outcomes from interventions (i) and (ii) above, will have an immediate, visible and tangible impact on employment creation, the standard of living of the population in the focal regions.

Specific context

The overall objective of this assignment for the Media & Communications Consultant (hereinafter Consultant) to assist the EU4Moldova Focal Regions Programme (hereinafter the Programme) in the implementation of the Communications Plan, drafting and editing programme external outreach materials (success stories, press releases, content for the upgraded www.eu4cahul.md and www.eu4ungheni.md, etc.), and media events organisation.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The Consultant shall undertake the following key tasks:

- Write and maintain the content for www.eu4cahul.md and www.eu4ungheni.md web pages
- Write success stories, articles, blog post and press releases showcasing programme impact
- Assist the Programme in media events organisation: contact media outlets & journalists, ensure a representative media presence and coverage at the public events, create a media database of local journalists from Cahul and Ungheni regions.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

The following qualification criteria shall be applied for the selection of the consultant:

Education:

- University degree in communications, journalism or other related field

Working Experience:

- Minimum 5 years of demonstrated experience in working with mass media, experience in communications, social media or related relevant fields;

- Proven experience in developing press releases and success stories (please present a portfolio of news, success stories, press releases, reportages, publications, other relevant communications materials developed within the last 5 years);
- Experience in web content development and maintenance are an advantage;
- Experience in event organization will be considered an advantage;
- Experience in similar assignments with UN agencies and/or international organizations, and/or EU-funded projects/programmes are an advantage.

Competencies:

- Excellent written communication skills, ability to present information logically, clearly and concisely;
- Effective communication skills, ability to think creatively to develop and implement innovative solutions in a challenging environment;
- Proven ability to manage diverse and complex tasks required. Ability to achieve results and meet strict deadlines in an effective manner, maintaining a high-quality standard throughout;
- Excellent organizational, inter-personal skills;
- Knowledge and skills of handling MS Office and web-based platforms;
- Proven commitment to the core values of the United Nations respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status.
- Excellent command of Romanian. Working knowledge of English and Russian will be considered an asset.

The United Nations Development Programme in Moldova is committed to workforce diversity. Women and men, persons with different types of disabilities, LGBT, Roma and other ethnic, linguistic 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.

Eligibility Requirements:

Government Officials or Employees are civil servants of UN Member States. As such, if they will be engaged by UNDP under an Individual Contract which they will be signing in their individual capacity, the following conditions must be met prior to the award of contract:

- A “No-objection” letter in respect of the individual is received from the Government employing him/her, and;
- The individual must provide an official documentation from his/her employer formally certifying his or her status as being on “official leave without pay” for the duration of the IC.

The above requirements are also applicable to Government-owned and controlled enterprises and well as other semi/partially or fully owned Government entities, whether or not the Government ownership is of majority or minority status. A separated and retired government official or employee shall not be

considered a government official or employee within the context of this Policy, and as such, may be engaged without having to meet the conditions above, provided he/she will ensure and confirm that the national laws governing his/her retirement is observed and complied. Please confirm your willingness to comply with the above conditions.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

1. Portfolio of news, success stories, press releases, reportages, publications, other relevant communications materials developed within the last 5 years (see the template of Candidate's Annex 1);
2. Personal CV including past experience with tasks required by this assignment;
3. Financial proposal incorporated in the Offeror's Letter to UNDP confirming interest and availability for the Individual Contractor assignment (template attached to announcement). The financial proposal must be reflected in USD, specifying daily fee and total lump sum amount multiplied with the number of anticipated working days (indicated in ToR).

Incomplete applications will not be considered.

If an applicant is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the applicant must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

5. FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount. The payment for services will be made post factum on a lump-sum deliverables basis, as per contract, after the work has been accepted by the Programme Manager. In order to assist the requesting unit in the comparison of offers, the financial proposal will include a breakdown of this lump sum amount (including fee per day, mobile phone costs, number of working days, etc.).

Travel

There are no travels planned under this assignment. However, if any travel outside duty station (Chisinau) will be required, the administrative costs, and logistical aspects will be covered by and arranged with the support of the EU4Moldova: Focal Regions Programme team.

Individual contractor who is over 62 years of age will be required, prior to contract signature, to undergo full medical examination and obtain medical clearance from an UN-approved doctor or his/her own preferred physician. The medical examination shall be issued and submitted to UNDP Moldova upon request.

6. EVALUATION

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

- University degree in communications, journalism or other related field;
- Minimum 5 years of demonstrated experience in working with mass media, experience in communications, social media or related relevant fields.

The short-listed individual consultants will be further evaluated based on the following methodology:

Cumulative analysis:

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- responsive/compliant/acceptable, and
- 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% (390 points);

* Financial Criteria weight – 40% (260 points).

Only candidates obtaining a minimum of 273 points after technical evaluation would be considered for the Financial Evaluation.

The 5 (five) candidates obtaining the highest score for Technical part will receive e-mails asking to fill in and submit their written tests.

The candidates obtaining a minimum of 90 points for written test will be invited for interview.

Criteria	Scoring	Maximum Points Obtainable
<u>Technical</u>		
<ul style="list-style-type: none"> • University degree in communications, journalism or other related field 	University Degree – 10 pts Master’s or higher– 15 pts	15
<ul style="list-style-type: none"> • Minimum 5 years of demonstrated experience in working with mass media, experience in communications, social media or related relevant fields 	5 years – 30 pts, each additional year 5 pts up to maximum 40 pts.	40
<ul style="list-style-type: none"> • Proven experience in developing press releases and success stories (based on portfolio of news, success stories, press releases, reportages, publications, other relevant communications materials developed within the last 5 years) 	No evidence or less than 10 materials – 0 pts, 10 materials – 10 pts, each additional material 2 pts up to maximum 40 pts.	40
<ul style="list-style-type: none"> • Experience in web content development and maintenance are an advantage 	1 site – 10 pts, ≥2 sites - 20 pts	20
<ul style="list-style-type: none"> • Experience in similar assignments with UN agencies and/or international organizations, and/or EU-funded projects/programmes are an advantage 	No evidence or less than 1 project/assignment – 0 pts, ≥1 project/assignment – 20 pts	20

Writing Test (demonstrating professional writing skills)		
<ul style="list-style-type: none"> Excellent written skills (grammatical, lexical and semantic aspects) 	No mistakes – 70 pts Occasional mistakes – 25-50 pts. Frequent mistakes – 10 pts.	70
<ul style="list-style-type: none"> Ability to present information logically, clearly and concisely 	limited –<15 pts, satisfactory – <40 pts, extensive –<70 pts	70
Interview (demonstrated technical knowledge and experience; communication/ interpersonal skills; initiative; creativity/ resourcefulness)		
<ul style="list-style-type: none"> Effective verbal communication skills. Ability to present ideas in a logical and clear manner, ability to interact with people 	limited –<5 pts, satisfactory – <10 pts, extensive –<20 pts	20
<ul style="list-style-type: none"> Ability to think creatively, to develop and implement innovative solutions for traditional issues 	limited –<5 pts, satisfactory – <10 pts, extensive –<20 pts	20
<ul style="list-style-type: none"> Experience in event organization will be considered an advantage 	limited –<5 pts, satisfactory – <10 pts, extensive –<20 pts	20
<ul style="list-style-type: none"> Ability to achieve results and meet strict deadlines in an effective manner, maintaining a high-quality standard throughout 	limited –<5 pts, satisfactory – <13 pts, extensive –<20 pts	20
<ul style="list-style-type: none"> Knowledge and skills of handling MS Office and web-based platforms 	limited –<5 pts, satisfactory – <13 pts, extensive –<20 pts	20
<ul style="list-style-type: none"> Knowledge of Romanian and English. Russian language is considered an asset 	each language 5 pts	15
TOTAL Technical Scoring		390
Financial Evaluation Scoring		
Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 260$ S – score received on financial evaluation; Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.		260

Winning candidate

The winning candidate is the one who has accumulated the highest aggregated score (technical scoring + financial scoring).

Only interviewed candidates will receive follow-up e-mails on the competition results.

ANNEXES:

ANNEX 1 – TERMS OF REFERENCES (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS

ANNEX 3 – Template of Offeror’s Letter to UNDP confirming interest and availability for the Individual Contractor (IC)

¹ Under-represented groups in UN Moldova are persons (men/women) with disabilities, LGBTI, ethnic and linguistic minorities, especially ethnic Gagauzians, Bulgarians, Roma, Jews, people of African descent, people living with HIV, religious minorities, especially Muslim women, refugees and other non-citizens.