



## TERMS OF REFERENCE

<b>Job title:</b>	<b>Strategic Communication and Civic Campaign Consultant</b>
<b>Duty Station:</b>	Republic of Moldova, Chisinau
<b>Reference to the project:</b>	Enhancing Democracy in Moldova through inclusive and transparent elections (EDMITE)
<b>Contract type:</b>	Individual Contract (IC)
<b>Contract duration:</b>	December 2022 – May 2023
<b>Expected workload:</b>	up to 60 working days
<b>Indicative starting date:</b>	December 1 <sup>st</sup> , 2022 – May 31 <sup>st</sup> , 2023

### 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) and the Center for Continuous Electoral Training (CCET) aiming at advancing the democratic electoral processes in Moldova by consolidating the transparency and efficiency of elections' management, modernization of electoral IT solutions and enhancing the inclusiveness and participation of voters. 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 education instruments.

Throughout the last electoral cycles, CEC and CCET due to the continuous UNDP's support have demonstrated strengthened capacities and, despite challenges and persistent financial limitations faced by the institutions, delivered "well-administered elections" as attested by OSCE/ODIHR Observation Missions.

Since 2017, the Project "Enhancing democracy in Moldova through inclusive and transparent elections" supports the Central Electoral Commission to enhance the 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. Successively, on 1<sup>st</sup> of August 2020, the second phase of the Project "Enhancing Democracy in Moldova through Inclusive and Transparent Elections – EDMITE" has started. The overall goal of the Project 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. Hence, the project has an outward-oriented approach, focusing on the electoral process and all relevant actors (CEC, CCET, ministries and government agencies, educational institutions, civil society).

Building on the sustainable results achieved during the first phase of the Project implementation (2017 – 2020), the objectives of the current Project phase (2020 – 2023) are: 1) Enhance the inclusiveness of the electoral process by increasing the functional and technical capacities of the State Automated Information System "Elections" (SAISE); 2) Enhance the political participation of citizens by setting up and implementing the voters' information and civic education programmes; 3) Strengthen the capacity for effective and coherent oversight and monitoring on political party financing; 4) Improve the legal and regulatory framework to respond to the EOM recommendations; 5) Knowledge gaps are identified, and communication tools are designed to continuously reach a broad spectrum of society through different channels; 6) Citizens are more aware of important electoral dynamics and are better able to engage and lead public discussion; 7) Increased public awareness about the need of inclusive electoral processes.

One of the Project's objectives is to enhance the civic education on electoral subjects and participation of citizens in the electoral process. To achieve the objectives and ensure the sustainability of results, the Project will further enhance strategic partnerships and will engage with key stakeholders, including public institutions, civil society organizations and the donor community. The interventions of the Project will have systematic and significant implications at policy/legislation, coordination, institutional and electoral service provision levels, having a sustainable impact at the national level.

## 2. OBJECTIVE AND EXPECTED OUTPUTS

The Project intends to contract a Strategic Communication and Civic Campaign Expert (hereafter the Consultant) to provide professional support and expertise with regard to project communication, organisation of project activities and civic/communication campaigns. He/she will be responsible for drafting and implementing the Project's Communication Strategy in compliance with the corporate visibility guidelines and rules and in close collaboration with the Project Team and UNDP Communications Analyst, Donor organizations, beneficiary institutions, CSOs and mass-media representatives. Specifically, the Consultant will have the following responsibilities/the following results shall be expected:

1. Contribute to the development and update of project work-plans by conceptualizing and implementing, in close collaboration with the Project Team, informational campaigns, events, innovative civic education activities, targeting youth, women, vulnerable and marginalized groups of people (including ethnic minorities) and persons with different types of disabilities;
2. Lead the implementation of the annual Project Communication Strategy and Visibility Plan in close collaboration with the Project Team and UNDP Communications Analyst and in compliance with the corporate visibility guidelines and rules;
3. Expert support in the evaluation of offers submitted by short-term experts and service providers related to communication services, civic and education activities, and audio visual and print products;
4. Coordinate, implement, and moderate (if required) activities such as large-scale civic education and voter information events targeting youth, people with disabilities, women, vulnerable and marginalized groups, as specified in the project work plan;
5. Ensure that project communication, events and visibility campaigns are in line with UNDP visibility requirements.
6. Support CEC/CICDE to inform the public on their activities and achievements, including reforms in the field, organization of elections, updates to SAISE IT System and Financial Control Modules / Political parties financing, and publicize key electoral information for voters, as specified in the project AWP;
7. Support the project team with the writing of regular project narrative reports (monthly, quarterly, mid-year and annual documents);
8. Develop and submit monthly delivery progress notes on the performed activities, carried out tasks, containing relevant links, statistics, and disaggregated data;
9. Prepare and submit a final activity report with Results and Human Stories (incl. quantitative and qualitative data and information, pictures, graphics, charts, impact of obtained results, conclusions, and recommendations).

## 3. KEY DELIVERABLES AND TENTATIVE TIMETABLE

*Note: All deliverables and the activity timeline can be amended or further specified for the purpose of the assignment.*

No.	Deliverables/ Outputs	Target Due Dates	Review and Approvals Required
1.	Development and update of the project's delivery detailed plan – supported.	May 31 <sup>st</sup> , 2023 (4 WD)	Project Manager or Project Analyst
2.	Implementation of the detailed Project Communication Strategy and Visibility Plan – ensured and performed.	May 31 <sup>st</sup> , 2023 (5 WD)	Project Manager or Project Analyst
3.	Expert support in the evaluation of offers submitted by short-term experts and service providers related to communication services, civic and education activities, and audio visual and print products, as needed – provided.	May 31 <sup>st</sup> , 2023 (5 WD)	Project Manager or Project Analyst

4.	<p>Expert support in the implementation, oversight and moderation (if required) of activities and events within the framework of the project, as specified in the project work plan – provided.</p> <p>Thus far the events/activities envisioned for the said period are, but shall not be limited to the following:</p> <ul style="list-style-type: none"> <li>- CICDE activities and visibility events (intellectual games What? Where? When?, events related to the work with the Student Councils; new editions of Vot Art Junior; etc.);</li> <li>- Focus groups in schools on the impact of Archi's book;</li> <li>- Information campaigns about the implementation of school and university curricula on electoral education;</li> <li>- Sociological research to assess knowledge gaps and level of civic engagement especially of the vulnerable groups</li> <li>- Support to the development of a roadmap for the enhancement of the CEC's communication and public relations during and between elections</li> <li>- Support for the implementation of the CEC Communication Strategy 2020 – 2023</li> <li>- Awareness raising campaigns on the importance of political and electoral participation of women on all levels of government;</li> <li>- Development and institutionalization of the national electoral curriculum in schools and universities;</li> <li>- Innovoter event and information campaign on the CEC's progress regarding the updates to its IT System;</li> <li>- Information campaign on the results of the Reform of the Electoral Code;</li> <li>- Civic education and voter information campaigns.</li> </ul>	May 31 <sup>st</sup> , 2023 (24 WD)	Project Manager or Project Analyst
5.	Communication and visibility support to the civic education / information campaigns and to the overall Project's implementation, in line with UNDP visibility requirements, covering key activities in the framework of the EDMITE Project Work Plan and in linewith the point 7 in Section 2 of the ToR –provided.	May 31 <sup>st</sup> , 2023 (3 WD)	Project Manager or Project Analyst
6.	Support to CEC and CICDE in informing the public on their activities and achievements, including reforms in the field, organization of elections, updates to SAISE IT System and Financial Control Modules / Political parties financing, and publicize key electoral information for voters – provided.	May 31 <sup>st</sup> , 2023 (4 WD)	Project Manager or Project Analyst
7.	Expert advice and recommendations to mitigate potential public communication crisis and sensible issues (press monitoring, preparation of press releases and/or written reactions, and ad-hoc crisis reports) – provided on an as-needed basis.	May 31 <sup>st</sup> , 2023 (1 WD)	Project Manager or Project Analyst
8.	Expert support and contributions/inputs to the regular project narrative reports (monthly, quarterly, mid-year and annual documents) – provided.	May 31 <sup>st</sup> , 2023 (8 WD)	Project Manager or Project Analyst
9.	Monthly delivery progress notes on the performed activities, carried out tasks, containing relevant links,	May 31 <sup>st</sup> , 2023 (4 WD)	Project Manager or Project Analyst

	statistics, and disaggregated data – developed and submitted.		
10.	Final Activity Report with Results and Human Stories (incl. quantitative and qualitative data and information, pictures, graphics, charts, impact of obtained results, conclusions, and recommendations) – designed and submitted to the Project.	May 31 <sup>st</sup> , 2023 (2 WD)	Project Manager or Project Analyst

#### 4. INSTITUTIONAL ARRANGEMENTS

The timeframe for the work of the Consultant is planned for December 2022 – May 2023. During this time, the Consultant is expected to work a total of up to 60 working days.

The Consultant will work under the guidance and in close collaboration with the Project Manager or Project Analyst.

#### 5. FINANCIAL ARRANGEMENTS

Payments will be done upon the submission and approval of the deliverables and delivery progress notes, which confirm that the services have been satisfactorily performed.

#### 6. CONFIDENTIALITY

Materials provided to the Consultant and all the proceedings within the consultancy contract shall be regarded as confidential, both during and after the consultancy. Violation of confidentiality requirements may result in immediate termination of contract.

#### 7. REQUIRED EXPERIENCE AND QUALIFICATIONS

##### Competencies

- Experience in similar positions in an international organization implementing international development assistance;
- Previous demonstrated professional experience in working directly with CSOs and mass-media;
- Previous experience in crisis communication;
- Experience in working with companies on video production products;
- Good written communication, creative and analytical skills, as well as the ability to communicate effectively with stakeholders and to present ideas clearly and effectively;
- Excellent oral, written communication and editing skills, with proven ability to meet tight deadlines, to handle multiple priorities simultaneously and to adapt to changing circumstances;
- Knowledge and understanding of the roles and responsibilities of the main project beneficiaries (CEC and CICDE).

##### Personal qualities:

- Strong sense of initiative and ability to work independently;
- Demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively;
- Proven experience in the use of social media, multi-media, and digital platforms;
- Proven commitment to the core values of the United Nations, in particular respecting differences of culture, gender, religion, ethnicity, language, age, HIV status, disability, and sexual orientation, or other status.

##### Academic Qualifications/Education:

- Bachelor's degree or higher in Journalism and Science Communication Media Studies, Public Relations, or communication related area.

**Experience:**

- At least 3 years of experience in the fields of communication or journalism as a communication specialist;
- At least 2 years of work experience in developing and implementing media/communications strategies and plans, visibility and awareness raising campaigns, drafting communication materials and products (including elaboration of articles, press releases, interviews, and other communication product) – (if applicable, please submit links in the proposal);
- At least two (2) communication products (i.e. articles, press releases, interviews, and other communication products) elaborated, or other similar assignments (examples should be explicitly detailed in his/her CV or Cover letter);
- Proven experience in the design and organization of public event (at least two examples).

**Language skills:**

- Fluency in Romanian, Russian and English languages (verbal and written) is a must.

*The United Nations in 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. Please specify in CV, in case you belong to the group(s) under-represented in the UN Moldova and/or the area of assignment.*

**8. APPLICATION PROCESS**

Applicants shall submit the following required documents:

- Personal updated CV, indicating all past positions held and their main underlying functions, their durations (month/year), the qualifications, as well as the contact details (email and telephone number) of the Candidate, and at least three (3) the most recent professional references of previous supervisors. References may also include peers;
- A cover letter (maximum length: 1 page) indicating why the candidate considers him-/herself to be suitable for the position;
- Offeror's Letter confirming Interest and Availability with financial proposal (in USD, specifying the total lump sum amount). Financial proposal template prepared in compliance with the template in Annex 2;
- Other materials relevant to pre-assessing the relevance of their experience, such as reports, presentations, publications, or other materials.

**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.

**9. ANNEXES TO THE TOR**

Annex 1 - Individual Consultant General Terms and Conditions

Annex 2 - Offeror's letter confirming interest and availability, including financial proposal (template).

**Important notice:** The applicants who have the statute of Government Official / Public Servant prior to appointment will be asked to submit the following documentation:

- a no-objection letter in respect of the applicant received from the Government, and;
- the applicant is certified in writing by the Government to be on official leave without pay for the entire duration of the Individual Contract.