

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 28 October 2022

Country: Republic of Moldova

Description of the assignment: Strategic Communication and Civic Campaign Consultant - providing professional support and expertise with regard to project communication, organization 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.

Period of assignment/ services: December 2022 – May 2023

Contract type: Individual Contractor

Proposals should be submitted **online by pressing the "Apply Online" button**, no later than **November 10th, 2022, 16:00 Moldova Local time (GMT+2)**.

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

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 1st 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; and 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. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

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).

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Academic Qualifications and Achievements:

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

Experience and knowledge:

- 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).

Required 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 EDMITE Project main objectives and scope of work;
- Fluency in Romanian, Russian and English languages (verbal and written) is a must.

Desired additional skills and competencies

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.

The UNDP 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.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

- ✓ 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.
- ✓ Financial proposal (in USD, specifying a total requested amount per working day and per deliverable).
- ✓ 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.

5. FINANCIAL PROPOSAL

Lump sum contracts

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables. Payment will be made upon the successful completion of the tasks assigned

and submission of the assessment report. Payments are based upon output, i.e. upon delivery of the services specified in the TOR. To assist the requesting unit in the comparison of financial proposals the financial proposal shall include a breakdown of this lump sum amount (including fee, taxes, communication costs, travel, per diems, and number of anticipated working days).

6. EVALUATION

Initially, the Strategic Communication and Civic Campaign Consultant will be short-listed based on the following **minimum qualification criteria**:

- 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) – (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).

Individuals who passed the minimum qualification criteria will be short-listed and will pass.

Cumulative analysis:

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

- a) responsive/ compliant/ acceptable, and
- b) 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% (300 pts).

* Financial Criteria weight – 40% (200 pts).

Only candidates obtaining a minimum of 70% score of the technical evaluation (at least 210 points) would be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
Technical		
Bachelor’s Degree or higher in Journalism and Science Communication Media Studies, Public Relations, or communication related area	Bachelor’s degree – 20 pts., additional qualifications – 10 pts, up to a maximum of 30 pts.	30
At least 3 years of experience in the fields of communication or journalism as a communication specialist	3 years – 30 pts, each additional year – 5 pts, up to max. 40 pts	40
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)	2 years – 20 pts., each additional year – 10 points; up to max. 40 pts.	40
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)	No – 0 pts; each product – 5 points; up to max. 15 pts.	15

Proven experience in the design and organization of public events (at least two examples)	No – 0 pts; each example – 5 pts., up to max. 10 pts.	15
Maximum score		140
Interview evaluation criteria		
Experience in similar positions in an international organization implementing international development assistance.	No – 0 pts., each year – 10 pts., up to max 20 pts.	20
Previous demonstrated professional experience in working directly with CSOs and mass-media	No – 0 pts., each year – 5 pts., up to max 20 pts.	20
Previous experience in crisis communication	No – 0 pts., to some extent – 5 pts., extensive experience – 10 pts.	10
Experience in working with companies on video production products	No – 0 pts., to some extent – 10 pts., extensive experience – 20 pts.	20
Good written communication, creative and analytical skills, as well as the ability to communicate effectively with stakeholders and to present ideas clearly and effectively	No – 0 pts., to some extent – 10 pts., good skills – 20 pts.	20
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	No – 0 pts., to some extent – 10 pts., extensive experience / good skills - 20 pts.	20
Knowledge and understanding of the roles and responsibilities of the main project beneficiaries (CEC and CICDE)	No – 0 pts., to some extent – 10 pts., extensive knowledge – 20 pts.	20
Fluency in Romanian, Russian and English languages (verbal and written) is a must.	No – 0 pts., yes – 20 pts.	20
Belonging to the group(s) under-represented in the UN Moldova and/or the area of assignment*	No – 0 pts., to one group – 5 pts., to two or more groups – 10 pts.	10
Maximum Total Technical Scoring		300
Financial		
<p>Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 200$ S – score received on financial evaluation. F_{min} – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round. F – financial offer under consideration</p>		200

Winning candidate

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

ANNEXES:

ANNEX 1 – TERMS OF REFERENCES (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS