



TERMS OF REFERENCE

Job title:	National Communication and Media Consultant
Reference to:	Emergency support for Agri-producers in the context of socio-economic, climate and energy crisis Project
Contract type:	Individual Contract (IC)
Duty station:	Chisinau
Language requirement:	Romanian, Russian and English
Contract Duration:	December 2022 – August 2024, estimated workload: up to 135 workdays
Payment arrangements:	Lump sum contract (payments linked to satisfactory performance and delivery of outputs)
Evaluation method:	Interview of shortlisted candidates

A. BACKGROUND

The FAO-UNDP Joint Project – Emergency support for Agri-producers in the context of socio-economic and energy crisis - is expected to support Outcomes 2 and 3 of the Moldova 2030 Sustainable Development Goals (SDGs) Partnership Fund:

- Outcome 2. The people of Moldova, the most vulnerable, have access to enhanced livelihood opportunities, decent work, and productive employment, generated by sustainable, inclusive and equitable economic growth;
- Outcome 3. The people of Moldova, the most vulnerable, benefit from enhanced environmental governance, energy security, sustainable management of natural resources, and climate and disaster resilient development.

The Joint Project has the goal to improve food security of the country, and to address regional impact of the current socio-economic crisis caused by the military conflict in Ukraine, by supporting the most vulnerable small farmers (particularly women-led farms and young people) in rural areas of Moldova with inputs and improved capacities for resilient production.

UNDP Moldova will provide tailored support to women groups - small agricultural producers - to increase knowledge and skills for sustainable and resilient agriculture and forest practices, and to explore alternative income generation activities in the respective sectors with sustainable and green aspects mainstreamed. Also, women Agri-producers will be supported in implementation of renewable energy and energy-efficient technologies (biomass boilers in greenhouses, photovoltaic panels, among others). The Project duration is envisaged between August 1st, 2022 - August 31, 2024, with support from Austrian Development Agency (ADA).

The project will help to mitigate the socio-economic impact of the rising prices caused by decreased production of crops in Ukraine because of the war, as well as the disruption in supply chains in the region. These effects are most severe, on vulnerable groups – especially rural

population, households with three children and more, women-headed households and rural women in general.

The project will encourage women entrepreneurs to implement renewable energy transition solutions and apply energy efficient technologies. Subject project will offer, through the UNDP, 30 grants for the implementation of the initiatives. In addition to the non-refundable financial aid, women entrepreneurs will also benefit from a complex capacity development program. This measure will support the long-term socio-economic recovery, energy security and energy transition of women-led businesses in rural areas.

The project will also develop the capacities of local environmental NGOs. 15 NGOs' representatives will benefit from an intensive training program supported by UNDP and will subsequently become local trainers for 1000 small farmers.

Thus, farmers will have the opportunity to make their economic activity more efficient by implementing more energy efficient practices and measures in their production process at the household level. This will contribute to food security and climate and energy resilience of vulnerable groups in rural areas.

The envisaged consultancy will focus on supporting the project team to effectively communicate the approach, interventions, results, best practices and lessons learned of the project. At the same time, all project's communication endeavours shall articulate UNDP's and ADA's contribution in putting forward tangible climate change mitigation and adaptation measures through implementation of energy-efficient technologies while empowering women Agri-producers and small farmers led by women in the target districts covered by the project, and beyond.

OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT:

The National Consultant is expected to provide communication and media support for *the Emergency support for Agri-producers in the context of socio-economic, climate and energy crisis Project* by developing and implementing the Communication and Outreach Strategy of the Project.

The responsibilities of the National Consultant will include but are not limited to the following activities: :

- Lead and coordinate the development of the project's branding elements with service providers and the project team, in line with UNDP and ADA requirements;
- Develop (and update) the project's media/communication package to include, at minimum, the following materials (developed in Romanian, English and Russian languages): (i) Project Factsheet; (ii) Flyer/Brochure and (iii) Project Card;
- Coordinate production of project's multi-media products (e.g., videos, testimonials, info/video graphics) and printed promotional materials (e.g., banners, posters, pens, folders, notebooks, bags, or/and other as agreed by the project);
- Establish and implement processes for: (i) regular communication with media contacts; (ii) regular production of press releases; (iii) advising and assisting representatives of NGOs, small and medium holder farms led by women and women Agri-producers in managing their media communication efforts to accurately and positively reflect the support received from the project;
- Write human stories/articles, press releases, blog posts, best practices, and news about the projects' most important achievements to be placed in the national media,

as well as in the local and on regional/global websites, and provide media monitoring reports;

- Ensure project's communications on social media: write and coordinate posts, increase engagement in thematic groups;
- Provide full support to the project team in organizing public events (conferences, workshops, round tables, launch/closing events) in Chisinau and in the target districts;
- Organize field visits (press tours) at the project partners and beneficiaries, press-clubs if required; Develop and submit regular reports of the activity at agreed periodicity and reporting format;
- Perform other duties in line with the contract scope as assigned by the Project Manager.

Key deliverables:

No.	Deliverables	Indicative timeframe
1.	Develop the project's Communication & Outreach Strategy & Action Plan (up to 8 w/d)	By mid - January, 2023
2.	Lead/support the implementation of Communication & Outreach Action Plan , including but not limited to below (up to 125 w/d overall): <ul style="list-style-type: none"> - Lead the development of the Project's branding (up to 4 w/d); - Lead the development of the Project's info/background materials (Fact Sheet, Flyer/Brochure, Project Card) in Romanian, English and Russian languages (up to 15 w/d overall); - Lead the development of printed promotional materials (e.g., banners, posters, pens, folders, notebooks, bags, or/and other as agreed with project) – up to 15 w/d overall; - Lead the development of multi-media products (e.g., videos, testimonials, info/video graphics) and ensure wide dissemination, including on social media (up to 10 w/d overall); - Draft or/and provide substantive support to the project team in developing communication materials and knowledge products, incl. but not limited to human stories/articles, press releases, blog posts, best practices, news, presentations (up to 40 w/d in overall); - Provide support and/or lead the organizing of up to 15 media/awareness/knowledge sharing events under the project - conferences, workshops, round tables, launch/closing events, press tours, press-clubs (up to 15 w/d overall); - Provide communication/media advisory support/coaching to partner representatives of NGOs, small and medium holder farms led by women and women agri-producers in accurately 	By the end of August 2024

No.	Deliverables	Indicative timeframe
	<p>communicating the results/assistance received from the project (up to 5 w/d overall);</p> <ul style="list-style-type: none"> - Develop 15 press releases for the media/awareness/knowledge events carried out under the project (up to 15 w/d overall); - Draft posts and manage social media communications of the project (up to 5 w/d overall); - Other tasks assigned by the Project Manager relevant to the scope of the consultancy (up to 1 w/d); - Timely submission of activity reports ensured. 	
3.	Monitoring and evaluation of communication impact. Contribution to progress reports (up to 2 w/d)	Quarterly/ Annually

B. Organizational setting

This is a part-time consultancy. The National Consultant will work under the direct supervision of and in cooperation with the Project Analyst and project staff. The Consultant will work remotely, and the communication will be conducted mainly via email, business communication platforms and/or phone. On need basis and in consultation with Project Coordinator, the Consultant may use the common spaces of the project as and when relevant and with prior approval, including for meetings, brainstorming sessions, event preparations, etc. The Consultant will use its own ICT equipment to perform the tasks assigned, while able to use the project's office equipment for printing/scanning purposes relevant to the assignment.

Reporting

The Consultant will provide succinct monthly progress reports in English against contract deliverables, in hard and electronic copies. The deliverables will require endorsement by the Project Analyst.

Performance evaluation

The Consultant's performance will be evaluated against timeliness, responsibility, initiative, creativity, communication, accuracy, and overall quality of the delivered products.

Travel and other logistic arrangements

The Consultant is expected to carry out media/communication related trips within Moldova. All transportation costs for such travels will be covered by the project.

Financial arrangements

Payments shall be made to the Individual Consultant based on the number of days worked and will be disbursed in monthly instalments, upon submission, approval, and certification of deliverables by the Project Analyst that the services have been satisfactorily performed.

C. Inputs

The UNDP will provide the Individual Consultant with the available information and materials for

the fulfilment of tasks and will provide support with the organization of project official events, media events, press trips and meetings.

D. Confidentiality

Materials provided to the Individual 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.

E. SKILLS AND EXPERIENCE REQUIRED

1. Education:

- University degree in public relations, communication, journalism, social science, or related areas. Additional degree/training and certification in communication/new media is an asset.

2. Experience:

- Minimum 5 years of demonstrated experience in working with mass media or as a communication consultant;
- Experience in the development and implementation of media/communication strategies and plans;
- Experience in conceptualizing and implementing national and local public outreach/communication campaigns;

3. Competencies:

- Solid understanding of and ability to apply communications tools and techniques;
- Ability to analyze, plan, effectively communicate verbally and in writing, draft report, solve problems, manage PR projects/events, organize, and meet expected results, adapt to different environments (cultural, economic, political and social);
- Knowledge of topics related to energy efficiency, social or economic topics;
- Drafting and communication skills.

Language requirements:

- Fluency in English, Romanian and Russian;
- Knowledge of one or more minority languages relevant for Moldova, including Romani, Gagauzian, Bulgarian, Ukrainian and sign language, is an asset.

Personal qualities:

- Proven commitment to the core values of the United Nations; in particular, is respectful of differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status. Please mention in your CV if you belong to the group(s) under-represented in the UN Moldova and/or assignment area;
- Flexibility and availability during assignment is required (in case you are currently engaged or anticipate further engagements with other entities or UNDP, please mention in your brief description/motivation letter, number of days you can allocate per month for this assignment).

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.

F. PAYMENT MODALITIES

The consultants will organize and facilitate the implementation of all activities as described above; his/her payment will be **lump sum** amount based, disbursed in several instalments, upon submission and approval of deliverables and certification by UNDP Moldova Project Coordinator that the services have been satisfactorily performed.

G. APPLICATION PROCESS

Applicants shall submit the following documents:

- ☒ Offeror's Letter confirming Interest and Availability, including financial offer, according to Annex 2;
- ☒ CV, including information about experience in similar assignments and at least three names for a reference check;
- ☒ Brief description of why the individual considers him/herself as the most suitable for the assignment, also including availability information (number of days/months allocated for this assignment).

H. ANNEXES TO THE TOR

Annex 1- Individual Consultant General Terms and Conditions

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