



Terms of Reference

Project name:	00133100, Building sustainable and inclusive peace, strengthening trust and social cohesion in Moldova
Position title:	Communications Consultant
Type of contract:	SSA Consultant
Duty Station:	Chisinau
Application Deadline:	12 January 2023
Duration:	Up to 120 days (February 2023 – August 2024) The initial duration of the contract is 1 year with the possibility of extension.
Supervision:	Project Officer on Gender Equality in Peacebuilding, Communications Specialist, UN Women Moldova CO, Chisinau

I. **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; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

The work of UN Women in Moldova is guided by its new Country Strategic Note 2023-2027, aligned with the UN Sustainable Development Cooperation Framework for Moldova (2023-2027), UN Women Global Strategic Plan, National Programs and Strategies and aims to contribute to the gender-responsive implementation of the 2030 Agenda for Sustainable Development. The Strategic Note focuses on four main areas: 1) Ending Violence against Women; 2) Women's Leadership and Governance; 3) Women's Economic empowerment and 4) Humanitarian and Peace development nexus and UN Coordination on Gender equality.

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](#) and [16 Days of Activism Against Gender-Based Violence](#). In 2019 the [Generation Equality Campaign](#) was launched marking 25 years since Beijing Declaration and Platform for Action.

On 29 August 2022, UN Women started the implementation of a two-year project titled "*Building sustainable and inclusive peace, strengthening trust and social cohesion in Moldova*". The joint UN project

with OHCHR and UNDP, funded by the UN Peacebuilding Fund (hereinafter – PBF Project) is implemented on both banks of the Nistru river. Its objective is to facilitate an enabling environment for improved cross-river interconnectedness and interaction, reduced social tensions and continuation of the settlement process.

In this connection, UN Women Moldova Country Office intends to hire a consultant to facilitate communication and media initiatives and events and increase the visibility of UN Women activities with a particular focus on those under the PBF Project.

II. Objective

The objective of this Consultancy is to support UN Women project and communications teams in the elaboration and implementation of project communication materials, and events and ensure media relations in strict compliance with the UN and Peacebuilding Fund communication and visibility guidelines, thus increasing the visibility and participation of UN Women and its donors.

III. Duties and Responsibilities:

Working under the overall guidance of the Programme Officer on Women Peace and Security and direct supervision of the Project Officer on Gender Equality in Peacebuilding and in collaboration with the Communications Specialist, the consultant will be responsible for the following:

- Develop and update Project's Communication Action Plan and lead/support its implementation.
- Provide substantive contribution to the elaboration and implementation of the project's communication activities concepts, including raising awareness campaign, in strict compliance with HQ and Regional guidelines.
- Contribute to the production of content and communication materials – human stories, videos, articles for the website, factsheets, briefs etc.
- Provide support, including conceptual and technical guidance on the development of joint media materials of CSOs from both banks supported by the project
- Contribute to the production of visual content - social media cards, visibility materials etc.
- Draft and plan project-related content for Social Media channels - Facebook, Twitter, and Instagram, ensuring mention of PBF in published materials and social media updates of project progress (use of tags, incl. @UNPeacebuilding).
- Elaborate concept notes for the project events, and coordinate events visibility, and logistical arrangements.
- Draft media invitations and press releases.
- Other ad hoc tasks to support media related programmatic activities of UN Women CO in connection with the broader area of Women in Leadership and Governance, Peace and Security.

IV. Deliverables and Timeframe

The consultant will be expected to complete the following deliverables within the indicative timeframe:

No.	Deliverables/Tasks
1.	The project's Communication & Outreach Action Plan developed and updated on a continuous basis.

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No.	Deliverables/Tasks
2.	<p>Coordinate/support the implementation of the Communication & Outreach Action Plan, including but not limited to below:</p> <ul style="list-style-type: none"> - Project's branding developed in cooperation with the Partner UN Organizations' communication team; - Project's info/background materials (Fact Sheet, Flyer/Brochure, Project Card) in Romanian, English and Russian languages; - Visibility/ promotional materials developed, both printed and digital, as per project needs (e.g. banners, posters, pens, folders, notebooks, bags, or/and other as agreed with project); - Multi-media products developed (e.g. videos, testimonials, info/video graphics) and widely disseminated, including on social media; - Substantive support provided to the project and communication team in developing communication materials and knowledge products, incl. but not limited to human stories/articles, press releases, blog posts, best practices, news, presentations; - Report on provided support in organizing media/awareness/knowledge sharing/dialogue events under the project - conferences, workshops, round tables, launch/closing events, press tours, press-clubs; - Report on provided communication/media advisory support/coaching to partners, including local community actors and civil society, in accurately communicating the results/assistance received from the project; - Press releases for the media/awareness/knowledge events carried out under the project; - Build and maintain effective media relations; - Posts and Social Media communications of the project; - Other tasks assigned by the Project and communication team relevant to the scope of the consultancy; - Timely submission of activity reports ensured.
3.	Monitoring and evaluation of communication impact. Contribution for Progress reports.
Total:	Up to 120 days

V. Duration of the Assignment

The assignment shall commence in February 2023 and shall expire in August 2024 for up to 120 working days in line with the indicative timeframe described under "Deliverables and Timeframe" section.

VI. Inputs

UN Women will provide the Consultant with the background materials, UN Women project documents, and other relevant materials regarding implementation of the tasks under this TOR.

VII. Travel and Other Logistic Arrangements

The Consultant is expected to carry out media/communication-related trips within Moldova, including on the left bank of Nistru river. All travel related to organizing the communication events, including visits

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should be clear that we do not assume that UN Women will develop the branding for the entire project

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is it according to UN Women ToR templates?

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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.

VIII. Performance Evaluation

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.

IX. Financial Arrangements

Payments will be made based on the number of days worked and will be disbursed in installments upon submission of periodic reports, confirming satisfactory delivery of outputs/products in accordance with deliverables/tasks specified above, reviewed, and approved by the Project Officer on Gender Equality in Peacebuilding, in consultation with Programme Officer on Women, Peace and Security and Communication Specialist and the relevant CO staff.

The time needed to complete tasks will be agreed upon with the Project officer prior to being carried out. The Consultant will need to prepare a comprehensive work report with the cost breakdown.

X. Management Arrangements

The consultant will work under the overall guidance of the Programme Officer on Women, Peace, and Security and direct supervision of the Project Officer on Gender Equality in Peacebuilding and in collaboration with 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 Project and Communication Team and participate in relevant staff meetings.

XI. 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 for more information on UN Women’s Core Values and Competencies:
<https://www.unwomen.org/sites/default/files/Headquarters/Attachments/Sections/About%20Us/Employment/UN-Women-values-and-competencies-framework-en.pdf>

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Functional Competencies:

- Excellent command of Romanian and English, Russian will be a strong asset;
- Excellent writing skills in Romanian, English and Russian in preparing briefs, reports, human interest stories, news, articles and similar work for various audiences;
- Solid understanding of and hands-on experience in communications and outreach/advocacy;
- Ability to produce well-written text, including use of gender and conflict-sensitive language;
- Ability to achieve results and to work in teams;
- Ability to use Information Technology effectively as a tool and resource;
- Ability to work under pressure and within limited time frames;
- Ability to consistently approach work with energy and a positive, constructive attitude;
- Ability to work in an independent manner and organize the workflow efficiently;
- In-depth knowledge of gender equality and women's rights issues will be an asset;

Qualifications:

- University degree in foreign languages/literature/journalism/communication and public relations or in any other relevant domain. A Master's degree in the aforementioned domains would be an asset.
- At least 2 years of relevant experience in journalism, public relations and/or mass communications;
- At least 2 years of experience in the elaboration and conducting of communication activities on social issues;
- Experience in web content management systems (Drupal or other) would be an asset;
- Knowledge of graphic design software would be an asset;
- Relevant experience in related areas in UN Women and/or UN agencies or other international organizations would be an asset;
- Experience in the development of events/materials on gender would be an asset.

Language:

- Fluency in Romanian and good command of English (written and oral);
- Fluency in Russian language would be a strong 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 your previous experiences makes you the most suitable candidate for the advertised position.
- **P11** with experience in similar assignments; can be downloaded at <http://www.unwomen.org/about-us/employment>, a signed copy should be submitted.
- **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;

Evaluation of applicants:

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

- University degree in foreign languages/literature/journalism/ communication and public relations or in any other relevant domain.

- At least 2 years of relevant experience in journalism, public relations and/or mass communications.
- At least 2 years of experience in the elaboration and conducting of communication activities on social issues;
- Fluency in Romanian, good command of English.

The short-listed individual consultants will be evaluated using a cumulative analysis method taking into consideration the combination of qualifications and financial proposal. The contract will be awarded to the individual consultant whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable, and
- Having received the highest score out of below defined technical and financial criteria.

The short-listed individual consultants will be further evaluated based on a cumulative analysis scheme, with a total score being obtained upon the combination of weighted technical and financial attributes. Cost under this method of analysis is rendered as an award criterion, which will be 30% out of a total score of 1000 points.

Evaluation of submitted offers will be done based on the following formula:

$$B = T + \frac{C_{low}}{C} \times X$$

where:

- T is the total technical score awarded to the evaluated proposal (only to those proposals that pass 70% - minimum 490 points obtainable under technical evaluation);
- C is the price of the evaluated proposal;
- C_{low} is the lowest of all evaluated proposal prices among responsive proposals; and
- X is the maximum financial points obtainable (300 points)

Technical evaluation will be carried out through desk review of applications and interview of the short-listed candidates.

Technical Evaluation (70%)

The technical evaluation is done based on its responsiveness of short-listed candidates qualifications to the Terms of Reference (TOR) and results from interview.

#	Criteria for technical evaluation	Scoring	Max. points
1	University degree in foreign languages/literature/journalism and public relations or in other related domains	Bachelor's degree – 70 pts Master's degree – 30 pts	100
2	At least 2 years of relevant general experience in Journalism, Public Relations and/or Mass Communications	2 years - 130 pts Each subsequent year – 60 pts	250
3	At least 2 years of experience in developing and conducting communication activities on social issues	2 years - 100 pts Each subsequent year – 40 pts	180
4	Experience in web content management systems (Drupal or other)	No – 0 pts Yes – 15 pts	15
5	Knowledge of graphic design software	No – 0 pts Yes – 15 pts	15

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#	Criteria for technical evaluation	Scoring	Max. points
6	Working experience with UN and/or international organizations	No – 0 pts Yes – 10 pts	10
7	Experience on development of events/materials on gender and/or peacebuilding	No – 0 pts Yes – 15 pts	15
8	Command of Romanian, English, Russian	No – 0 pts Yes – 15 pts (by 5 pts each)	15
9	Examples of campaigns/materials/products elaborated by the candidate or under his/her coordination	Up to 100 pts	100
	Maximum total technical scoring:		700

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Only candidates obtaining a minimum of 490 points in the technical evaluation would be considered for financial evaluation.

As the next stage, the financial proposal of candidates, who have attained minimum 70% score in the technical evaluation, will be compared as indicated below.

Financial Evaluation (30%) – max. 300 points:

The maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other price proposals receive points in inverse proportion. A suggested formula is as follows:

$$p = 30 (\mu/z)$$

Using the following values:

p = points for the financial proposal being evaluated

μ = price of the lowest priced

proposal z = price of the proposal being evaluated

WINNING CANDIDATE

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

Annex I: Price Proposal Guideline and Template

The prospective Communication Consultant should take the following explanations into account during submission of his/her price proposal.

1. Daily fee

The daily price proposal should indicate a "lump sum amount" which is "all-inclusive"; All costs (professional fees, communications, consumables during field related missions, etc.) that could possibly be incurred by the Contractor needs to be factored into the proposed price.

UN Women will not withhold any amount of the payments for tax and/or social security related payments. UN Women shall have no liability for taxes, duties or other similar charges payable by the Individual Contractor in respect of any amounts paid to the Individual Contractor under this Contract, and the Contractor acknowledges that UN Women will not issue any statements of earnings to the Individual contractor in respect of any such payments.

2. Travel costs

UN Women will not cover transportation cost within Chisinau.

3. Daily Subsistence Allowance

Not applicable.

4. Currency of the price proposal

The applicants are requested to submit their price proposals in MDL. In case of proposals in other currency, these shall be converted into MDL using the official UN exchange rate for currency MDL conversion to MDL at the date of applications' submission deadline.

Annex II: Price Proposal Submission Form

To: United Nations Entity for Gender Equality and the Empowerment of Women

Ref: Communication Consultant

Dear Sir / Madam,

I, the undersigned, offer to provide professional consulting services to UN Women within the scope of the referred Assignment.

Having examined, understood and agreed to the Terms of Reference and its annexes, the receipt of which are hereby duly acknowledged, I, the undersigned, offer to deliver professional services, in conformity with the Terms of Reference.

My maximum total price proposal for the assignment is given below:

Deliverables	MDL
Daily fee all inclusive	
Total price for 120 working days	

I confirm that my financial proposal will remain unchanged. I also confirm that the price that I quote is **gross**, and is inclusive of all legal expenses, including but not limited to social security, income tax, pension, etc., which shall be required applicable laws.

I agree that my proposal shall remain binding upon me for 30 days.

I understand that you are not bound to accept any proposal you may receive.

[Signature]

Date:

Name:

Address:

Telephone/Fax:

Email: