

**Terms of Reference**

**for a Strategic Communication Consultant to support the Women in Leadership and Governance Area**

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| **Location:**  **Type of contract:** | Chisinau, Republic of Moldova  Individual Consultant - Special Service Agreement (SSA) |
| **Languages required:** | Romanian, English |
| **Duration of the contract:**  **Programme:** | Up to 50 working days, from February 2023 until February 2024 (with possibility of extension)  Women in Leadership and Governance |

**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](https://www.unwomen.org/en/digital-library/publications/2021/09/un-women-strategic-plan-2022-2025), 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.

Guided by its Strategic Note, UN Women provides extensive support to relevant national and local stakeholders to ensure promotion of women’s leadership and women’s meaningful political participation. Women and girls constitute more than half of Moldova’s population, yet they are under-represented in the bodies that make key decisions affecting their lives. Although Moldova committed to support the increase of women’s political participation by adopting in 2016 the 40% gender quota and by nationalization of SDGs on gender equality, women remain under-represented in political and public leadership.

In the last few years Moldova faced a significant increase related to women’s political participation, by electing in 2020 its first female President and of 40% women in the Parliament[[1]](#footnote-2) after 2021 Snap Elections due to quota provisions. The new Government Cabinet formed in 2021 is led by a female Prime-Minister and has **29%** women cabinet members. Its 2019 local elections contributed less to 22 % women as mayors (compared to 20.5% in 2015)[[2]](#footnote-3), 28.73% women district councilors (compared to 18.61% in 2015)[[3]](#footnote-4) and 36.5% women local councilors (compared to 30.6% in 2015)[[4]](#footnote-5).

Despite the recorded achievements in the area of political participation, Moldova is still far to achieve 50/50 representation as per SDG commitments, with the value of the Political Empowerment Sub-index of the Gender Gap Index in 2020 being still low (0.264 – placing Moldova on 45th place)[[5]](#footnote-6).

Violence Against Women in Politics and Elections (VAWP/E) continues to be a significant barrier for women to enter and remain in office. UN Women Moldova. UN Women registered close to 260 cases of gendered political and electoral violence during the [2020 Presidential](https://gender.monitor.md/pages/incidents.php) and [2021 Parliamentary elections](https://moldova.unwomen.org/ro/biblioteca-digitala/publicatii/2020/12/discursul-sexist-in-spatiul-public) alone. With General Local Elections scheduled for last week of October 2023, efforts to raise awareness on preventing VAWP/E, geared at women candidates in particular, but also women in office need to amped. Concurrently, multi-faceted efforts are required to encourage women, including women from under-represented groups to run for office considering the relatively low representation of women in leadership roles in local municipalities. Although the 40% gender quota will be applied for the election of local and district councilors in the upcoming local elections, there are significant risks that women’s interest to enter the political races may be low, considering pre-existing inequalities, but also the emerging challenges and backlash against women leaders exacerbated by the competing economic, regional security and refugee crises. Therefore, outreach efforts to raise awareness of political stakeholders and society at large about the need, importance, and benefits of women equal representation in decision making roles, particularly women facing multiple layers of exclusion and discrimination (e.g. Roma women, women with disabilities), need to be scaled up.

**In this context, UN Women Moldova Country Office intends to hire a strategic communication consultant to support the conceptualization and coordination of a series of audiovisual, print products and events on women’s leadership and political participation.**

**SCOPE OF WORK**

The main objective of this consultancy is to provide strategic inputs and exercise oversight over the development and delivery of high-quality communication products/events/materials on topics related to Violence Against Women in Politics and balanced participation of women in politics and decision making at all levels, in compliance with UN Women standards.

More specifically, the consultant will be responsible for the following tasks:

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| **Tasks** | **Estimated workload (workdays)** |
| Provide substantive inputs to the development of a mix of communication products (incl. but not limited to videos, infographics, social media content, etc.) planned by UN Women Moldova CO on topics related to VAWP/E and the broader women’s political participation agenda. | Up to 20 days |
| Coordinate and exercise quality control over the development of audiovisual and print materials produced by UN Women services provider to ensure full compliance with UN Women standards | Up to 20 days |
| Develop/provide inputs to concepts, agenda, scenarios, etc. and provide support to UN Women Communications and WILG teams in organizing public events on various topics related to women’s leadership and political participation. | Up to 10 days |
| Total: | Up to 50 days |

**DELIVERABLES AND TIMEFRAME**

* Short monthly reports and Time Sheets in English on major results achieved under each of the tasks above.
* All deliverables should be agreed with UN Women and be provided in English, in electronic copy.

**DURATION:**

The expected duration of the assignment is 12 months, starting **27 February, 2023** and be completed by **26 February 2024.**

Note: *The mentioned number of working days has been estimated as being sufficient/ feasible for the envisaged volume of work to be completed successfully and is proposed as a guideline for the duration of assignment. It cannot and shall not be used as criteria for completion of work/assignment. The provision of envisaged deliverables approved by the UN Women Programme Analyst on Women in Leadership and Governance shall be the only criteria for Consultant’s work being completed and eligible for payment/s.*

**MANAGEMENT ARRANGEMENTS**

The consultant will be working under the supervision of the UN Women Programme Analyst on Women in Leadership and Governance (WILG) and in coordination and guidance from Programme Specialist, Programme Officer on WILG, Communication Team and other members of UN Women Moldova CO’s management team, as needed. The national consultant will not be located in the premises of UN Women and will have to work remotely. The selected consultant shall sign a contract with UN Women for stipulated assignment, as stated above.

**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.

**TRAVEL**

No travels are envisaged under the current assignment. In the case of unforeseeable travel, UN Women will ensure transportation outside Chisinau. All travels shall be coordinated with the Programme Analyst on Women in Leadership and Governance area.

**PERFORMANCE EVALUATION**

Consultant’s performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered.

**FINANCIAL ARRANGEMENTS**

Payment will be disbursed on monthly basis, upon submission and approval of activity of the reports on deliverables and achieved results, a timesheet and certification by the supervisor that the services have been satisfactorily performed.

**Competences and Qualifications:**

**Qualifications:**

* At minimum, Bachelor’s 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 media/ communications;
* At least 2 years of experience in designing/implementing/managing communication activities on social issues;
* Experience in developing/coordinating events/video/audio/print materials on gender equality/women in politics and elections/violence against women is a strong asset;
* Relevant experience in related areas in UN Women and/or UN agencies or other international organizations is an asset.

**Language:**

* Native Romanian mandatory. Excellent command of English and Russian

**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>

**Functional Competencies:**

* Excellent command of Romanian, English and Russian
* Solid understanding of and hands-on experience in communications and outreach/advocacy;
* Ability to produce well-written text, including use of gender 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 is a strong asset.

**Application procedure:**

Interested candidates are invited to submit their online applications with the following documents:

* Duly filled Personal History Form PHF11 (downloadable from <http://www.unwomen.org/wp-content/uploads/2011/01/P_11_form_UNwomen.doc>);
* Letter of Intent to include a brief overview about which of your previous experiences makes you the most suitable candidate for the advertised position.
* Financial proposal – specifying a total lump sum amount for the task specified in Terms of References. The Financial proposal shall include a breakdown of this lump sum amount (daily rate). Please see ANNEX I and ANNEX II.

**Evaluation of applicants:**

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

* At least a Bachelor’s 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;
* Native Romanian mandatory. Excellent command of English and Russian.

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:

1. Responsive/compliant/acceptable, and
2. 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:

Schematic

Description automatically generated with low confidence

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;

Clow 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.**

**Technical Evaluation (70%)**

The technical evaluation is done based on its responsiveness of short-listed candidates’ qualifications to the Terms of Reference (TOR) requirements.

| # | **Criteria for technical evaluation** | **Scoring** | **Max. points** |
| --- | --- | --- | --- |
| 1 | Bachelor’s degree in journalism and public relations foreign languages/literature/ or other related fields | 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 Media / 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 |
| 6 | Experience in developing/coordinating events/video/audio/print materials on gender equality/women in politics and elections/violence against women is a strong asset | No – 0 pts  Yes – 80 pts | 80 |
| 7 | Working experience with UN and/or international organizations | No – 0 pts  Yes – 60 pts | 60 |
| 8 | Native Romanian mandatory. Excellent command of English and Russian | No – 0 pts  Yes – 30 pts (by 10 pts each) | 30 |
|  | **Maximum total technical scoring:** |  | **700** |

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 (μ/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.

# 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.

# Travel costs

UN Women will not cover transportation cost within Chisinau.

# Daily Subsistence Allowance

Not applicable.

# 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 50 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:

1. <http://parlament.md/StructuraParlamentului/Deputa%C8%9Bii/tabid/87/language/ro-RO/Default.aspx> [↑](#footnote-ref-2)
2. <https://www.facebook.com/progen.md/photos/602419803665132> [↑](#footnote-ref-3)
3. <https://www.facebook.com/progen.md/photos/601253387115107> [↑](#footnote-ref-4)
4. Idem. [↑](#footnote-ref-5)
5. <http://www3.weforum.org/docs/WEF_GGGR_2020.pdf> [↑](#footnote-ref-6)