
Terms of reference

- A. Job title:** National Consultant on Media and Communication
- B. Duty station:** Chişinău
- C. Project Reference:** EU4Moldova: Focal regions Programme (EU-funded)
- D. Contract type:** Individual Contract (IC)
- E. Duration of assignment:** 75 working days during April 2023 - September 2024

F. BACKGROUND

The EU4Moldova: focal regions Programme (further Programme) is based on the European Commission Implementing Decision on the Annual Action Programme 2018 in favour of the Republic of Moldova and is funded by the European Union and implemented by the United Nations Development Programme and United Nations Children's Fund.

The overall objective of the five-year Programme is to strengthen the economic, territorial and social cohesion in the Republic of Moldova through smart, green, inclusive, sustainable and integrated socio-economic development as well as improving the standards of living of the citizens in the focal regions: Cahul and Ungheni.

To this end, this Programme will address also the urban-rural divide and regional disparities, stimulate economic growth and job creation, refurbish and upgrade some social and technical infrastructure in selected areas (smaller towns and villages) while taking into account climate change and a gender perspective in all the activities of the Programme.

Specific objectives:

1. To strengthen transparency, accountability of local public authorities and people's participation in local governance processes in the focal regions.
2. To improve citizens' access to quality public services and utilities in the focal regions.
3. To create employment opportunities for men, women and youth in the focal regions and improve the attractiveness of the focal regions for investors and entrepreneurs.
4. To promote the SMART specialization of the economy of the focal regions through the development of the clustering and value chain approach in key economic sectors.

The Programme objectives will be achieved through measures targeted at: (i) capacity building to support the implementation and monitoring of local economic development plans; (ii) civil society engagement in local planning, governance processes and basic social service delivery; (iii) provision of investment funding

in support of the creation and/or development of social and technical infrastructure which, combined with the outcomes from interventions (i) and (ii) above, will have an immediate, visible and tangible impact on employment creation, the standard of living of the population in the focal regions.

G. Objective:

The overall objective of this assignment for the Media & Communications Consultant (hereinafter Consultant) to assist the EU4Moldova Focal Regions Programme (hereinafter the Programme) in the implementation of the Communications Plan, drafting and editing programme external outreach materials (success stories, press releases, videos, content for social media and the upgraded www.eu4cahul.md and www.eu4ungheni.md, etc.), and media events organisation.

H. SCOPE OF WORK AND EXPECTED OUTPUTS:

To achieve the objective, it is foreseen that the Consultant will:

1. Write and maintain the content for www.eu4cahul.md and www.eu4ungheni.md web pages
2. Write success stories, articles, blog post and press releases showcasing programme impact
3. Write stories related to brand promotion of the focal regions, Cahul and Ungheni
4. Assist the Programme in video production and media events organisation: contact media outlets & journalists, ensure a representative media presence and coverage at the public events, create a media database of local journalists from Cahul and Ungheni regions.

I. Expected Deliverables:

Item. no.	DELIVERABLES	Estimate Workdays	Tentative timeframe
	<i>Tasks</i>		
I.	<p>Write and maintain the content for www.eu4cahul.md and www.eu4ungheni.md web pages and social media:</p> <ul style="list-style-type: none"> • In close cooperation with the Programme staff and partners from the focal regions, create, develop and manage the highest level of content quality and accuracy for www.eu4cahul.md and www.eu4ungheni.md which are currently undergoing technical upgrading; • Extensive and in-depth research of Programme activities and results and synthesize the data; 	30 working days	April 2023 – September 2024

	<ul style="list-style-type: none"> Select the most relevant pictures & video (other multimedia products) to accompany the content; Crafting compelling content and posting it across social media accounts (FB, Instagram accounts) Monitor and ensure the proper content uploading on the web pages (task to be done by the web developer); <p>Proofread all materials published on the web pages.</p> <p>Deliverable 1: 1st progress report conducted, including:</p> <ul style="list-style-type: none"> List of materials developed for the websites; List of multimedia products/ videos; List of social media posts. 		
II.	<p>Write success stories and press releases:</p> <ul style="list-style-type: none"> In coordination with the Communications Officer write press releases, success stories, articles, social media posts about branding of the regions and Programmes' most important achievements and activities based on the list provided by the Programme; Develop content and coordinate it with the relevant programme partners (in Romanian); Revise the text based on feedback; <p>Ensure author review of the translated versions of the text (English, Russian).</p> <p>Deliverable 2: 2nd progress report conducted on the developed success stories</p>	30 working days	April 2023 – September 2024
III.	<p>Assist Programme in media events organization:</p> <ul style="list-style-type: none"> Support with drafting of informational materials planned to be distributed before and during the events, such as: media invitations, media fact-sheets, booklets etc; Support with the invitation of media outlets: contact and invite journalists to the event, monitor the media attendance; 	15 working days	April 2023 – September 2024

	<p>Support in development database of local journalists.</p> <p>Deliverable 3: 3rd progress report conducted, including:</p> <ul style="list-style-type: none"> - List of briefs developed for the events; - List of media outlets invited & attending the events; - List of local journalists. 		
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Note:

The stated time frame was estimated as sufficient/feasible for the planned amount of work to be performed successfully and is suggested as a reference for the contract duration, it may not and shall not be used as a single criterion for the fulfilment of the contract/activity. The presentation of the planned deliverables approved by the EU4Moldova: Focal regions Programme shall be the only criterion for the fulfilment of the activity by the Consultant and his/her eligibility for payment.

All activities under this assignment shall be performed in a gender-sensitive manner and applying human rights-based approach.

J. Organizational Setting:

The consultant will work in close collaboration with the EU4Moldova Focal Regions Programme Communications Officer.

It is expected that the Consultant begins the assignment in April 2023 and completes the assignment in September 2024.

K. Financial arrangements:

The financial proposal shall specify a total **lump sum** amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including the daily fee, taxes, and number of anticipated working days).

Travel

Ten (10) travel missions (5 in Ungheni and 5 in Cahul) are envisaged in the framework of the current assignment. However, if any travel outside duty station (Chisinau) will be required, the administrative costs, and logistical aspects will be covered by and arranged with the support of the EU4Moldova: Focal Regions Programme team.

Individual contractor who is over 62 years of age will be required, prior to contract signature, to undergo full medical examination and obtain medical clearance from an UN-approved doctor or his/her own preferred physician. The medical examination shall be issued and submitted to UNDP Moldova upon request.

L. Confidentiality

Materials provided to the Consultant and all 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.

M. Qualifications and skills required:

I. Academic Qualifications:

- University degree in in Journalism and Science Communication Media Studies, Public Relations, or communication related area;

II. Years and sphere of experience:

- At least 5 years of demonstrated experience in working with mass media, experience in journalism, communications or related relevant fields;
- Proven experience in developing success stories and press releases (please present a portfolio of news, success stories, press releases, reportages, publications, other relevant communications materials developed within the last 5 years);
- Experience in implementation of communications campaigns will be considered an advantage
- Experience in web content development and maintenance are an advantage;
- Experience in event organization will be considered an advantage;
- Experience in similar assignments with UN agencies and/or international organizations, and/or EU-funded projects/programmes are an advantage;
- Previous demonstrated professional experience in working directly with CSOs and mass-media will be considered an advantage.

III. Competencies:

- Excellent written communication skills, ability to present information logically, clearly and concisely;
- Effective communication skills, ability to think creatively to develop and implement innovative solutions in a challenging environment;
- Proven ability to manage diverse and complex tasks required. Ability to achieve results and meet strict deadlines in an effective manner, maintaining a high-quality standard throughout.
- Excellent organizational, inter-personal skills;
- Knowledge and skills of handling MS Office and web-based platforms;

- Proven commitment to the core values of the United Nations respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status.
- Additional language skills: knowledge of English and Russian, is a must.

IV. Personal qualities:

- Resourcefulness and creativity;
- Strong communication and interpersonal skills.

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 noncitizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.

N. Documents to Be Included When Submitting the Proposals

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

- Signed and filled-in Offeror's letter to UNDP confirming interest and availability for the individual contractor (IC) assignment, incorporating Financial proposal in Annex 2 (in USD, specifying a total requested amount per working day, including all related costs, e.g. fees, phone calls etc.). Annex 2 to the Offeror's letter, incorporating the Financial Proposal, shall be filled in mandatorily and includes the detailed breakdown of costs supporting the all inclusive financial proposal;
- Proposal (Motivation Letter): explaining why they are the most suitable for the work including previous experience in similar Projects (please provide brief information on each of the above qualifications, item by item, including information, links/copies of documents for developed communication materials);
- Personal CV including past experience with tasks required by this assignment

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.

O. Evaluation

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

- University Degree (5-year university education) in Journalism and Science Communication Media Studies, Public Relations, or communication related area;
- At least 5 years of demonstrated experience in working with mass media, experience in journalism, communications or related relevant fields;

The short-listed individual consultants will be further evaluated based on the following methodology:

Cumulative analysis

The award of the contract shall be made to the individual consultant 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% (240 pts);

* Financial Criteria weight – 40% (160 pts).

Only candidates obtaining a minimum of 168 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., Master's or higher – 30 pts.	30
At least 5 years of experience in working with mass media, experience in journalism, communications or related relevant fields	5 years – 5 pts, each additional year – 5 pts, up to max. 45 pts	45
Maximum score		75
Interview evaluation criteria		
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
Experience in similar positions in an international organisation implementing international development assistance	No – 0 pts., to some extent – 10 pts., extensive experience / good skills - 20 pts	20
Experience in implementation of communications campaigns	No – 0 pts., to some extent – 10 pts., extensive experience / good skills - 20 pts.	20
Previous demonstrated professional experience in working directly with CSOs and mass-media	No – 0 pts., to some extent – 10 pts., extensive experience / good skills - 20 pts	20
Fluency in Romanian, Russian and English languages (verbal and written) is a must	No – 0 pts., yes (one language) – 5 pts.	15
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

Written test criteria		
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 – 30 pts., good skills – 60 pts.	60
Maximum Total Technical Scoring		240
<u>Financial</u>		
Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 160$ 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		160

* *Under-represented group in the area of assignment (law enforcement) are women. Under-represented groups in UN Moldova are persons with disabilities, LGBTI, ethnic and linguistic minorities, especially ethnic Gagauzians, Bulgarians, Roma, Jews, people of African descent, people living with HIV, religious minorities, especially Muslim women, refugees and other non-citizens.*

Winning candidate

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