



## TERMS OF REFERENCE

<b>Job title:</b>	Local Outreach Consultant
<b>Duty Station:</b>	Republic of Moldova, Chisinau
<b>Reference to the project:</b>	Resilient and Inclusive Markets (PRIM)
<b>Contract type:</b>	Individual Contract
<b>Assignment type:</b>	National Consultant
<b>Contract duration:</b>	March – October 2023
<b>Expected workload:</b>	90 working days
<b>Indicative starting date:</b>	01 April 2023

### 1. BACKGROUND

The Swiss-UNDP project “Resilient, Inclusive Markets in Moldova” (PRIM) is set to contribute to the promotion of integrated approaches to inclusive and sustainable local economic development and employment creation, in partnership with ILO and SDC, targeting both local populations, as well as returning migrants and refugees.

Previous and ongoing SDC – UNDP efforts to address the positive impact of migration and engage migrants in local socio-economic development, along with design and piloting of local economic developments models and partnerships shaped a favorable enabling environment to expand the current work and take it to another level. In this context, Moldova has a number of comparative advantages that can be harnessed to steam up the growth, broaden its geography, and make it more socially inclusive.

In order to do so, UNDP Moldova will further advance the successful LED interventions by scaling up the focus from local to (micro)-regional, while at the same time leveraging revenue generation, strengthening business support services and value chains to increase the competitiveness of local economy, retention of human capital and facilitate local socio-economic development.

The role of the SMEs, including owned and led by migrants, is crucial, being potentially the most efficient transmission between the economic growth and welfare of the employed persons, particularly in the remote rural communities and small towns. Also new political and socio-economic development required new approaches, taking into consideration the need to build more resilient, inclusive, and innovative local communities and local markets.

Hence, the strategic goal of the PRIM project is to enhance the SMEs-based sustainable economic development and promote equal access to decent work at the local and (micro)-regional levels, targeting both local populations, as well as returning migrants and refugees. It leverages the enhanced multi-stakeholder cooperation, improved business support services and complementary regulatory frameworks at the level of individual communities and micro-regions.

The Project will enhance sustainability of the results from the previous efforts supported by the Swiss Government, shape them to new political and socio-economic developments, by embracing and promoting relevant policy and community-action innovations and by ensuring engagement of all relevant stakeholders in the design and implementation of local development solutions for building responsive institutions, inclusive economy, and resilient communities.

In light of the regional security environment that is expected to remain turbulent even in the most optimistic scenarios, the Project is intended to bring a valuable contribution to the triple humanitarian-development-peace nexus at the local/regional level.

The strategic goal of the PRIM project is to enhance the inclusive, competitive, and sustainable economic development, and promote equal access to decent work at the local and (micro)-regional levels, by leveraging the enhanced multi-stakeholder cooperation, improved business support services and complementary regulatory frameworks. The Project targets three interrelated Outcomes.

As part of Outcome 1, policy and institutional frameworks create an empowering environment for inclusive and sustainable economic development in the targeted economic sectors.

Outcome 2 assumes that local/regional communities including private sector representatives, meaningfully cooperate in cluster formats to enhance value chains and improve their competitiveness.

As part of Outcome 3, the people of Moldova, especially women, youth, returning migrants and refugees, will benefit from improved economic opportunities in the pilot micro-regions.

## 2. OBJECTIVE AND EXPECTED OUTPUTS

The Project seeks to contract a National Consultant (hereinafter "the Consultant") to provide local capacity development support to the Project Team in the implementation of key activities under the Project's second Outcome. She/he is expected to work closely with the Project Manager, beneficiary localities and stakeholders in order to deliver professional, effective, and qualitative contributions to the Project's community-level interventions.

Under the direct supervision of the Project Manager and in collaboration with the Senior Project Officer and Communication Analyst, the Consultant is expected to carry out the following tasks:

- Provide support to the PRIM project on promoting the establishment of local cooperation platforms among Local Public Authorities, civil society, and community leaders in the partner localities.
- Leverage the opportunities of linking the community-level interventions in the project's partner localities to previous/ongoing Swiss-UNDP model(s) of local engagement and community development;
- Increase the visibility of the Swiss-UNDP and complementary interventions in the field of community development and social cohesion.
- Perform any other relevant activity-related tasks, as requested by the Project Manager and/or Communication Analyst, for the successful implementation of the assignment.

## 3. KEY ACTIVITIES, DELIVERABLES AND TENTATIVE TIMETABLE

Key activities and deliverables	Tentative timetable
<p><b>Activity 1:</b> Provide support to the PRIM project on promoting the establishment of local cooperation platforms among Local Public Authorities, civil society, and community leaders in the partner localities.</p> <p><b>Deliverable 1.1:</b> Report on the support provided to the partner localities in promoting their community-level civic engagement partnerships and interventions</p> <p><b>Deliverable 1.2:</b> Report on the support provided for the organization of the HTA School monthly sessions, with the participation of representatives of the civil society from the target communities</p>	<p><b>Deliverable 1.1</b> by 15 July 2023 <b>24 WD</b></p> <p><b>Deliverable 1.2</b> by 15 September 2023 <b>16 WDs</b></p>
<p><b>Activity 2:</b> Leverage the opportunities of linking the community-level interventions in the project's partner localities to previous/ongoing Swiss-UNDP model(s) of local engagement and community development, particularly in the area of public engagement and outreach</p> <p><b>Deliverable 2.1:</b> Concept of the civic engagement synergies and experience exchange mechanisms/tools among current project partner communities and localities that received Swiss-UNDP support in the framework of the Migration and Local Development project – provided.</p> <p><b>Deliverable 2.2:</b> Assistance to the project and local partners in the implementation of local outreach activities related to the initiation of the micro cluster development – provided, with a focus on local development initiatives and economic opportunities.</p> <p><b>Deliverable 2.3:</b> Assistance to the project and local partners in the implementation of local outreach activities related to the establishment/institutionalization of the micro clusters – provided</p>	<p><b>Deliverable 2.1</b> by 15 April 2023 <b>8 WDs</b></p> <p><b>Deliverable 2.2</b> by 15 May 2023 <b>15 WDs</b></p> <p><b>Deliverable 2.3</b> by 15 August 2023 <b>15 WDs</b></p>
<p><b>Activity 3:</b> Increase the visibility of the Swiss-UNDP and complementary interventions in the field of community development and social cohesion</p> <p><b>Deliverable 3.1:</b> Report on the support provided to enhance the communication capacities of partner hometown initiative groups and/or local action groups – provided, with a focus on visibility of the Swiss-UNDP and complementary interventions in the field of community development and social cohesion</p>	<p>by 15 September 2023 <b>12 WDs</b></p>

*Note: Deliverables and the final timeline can be amended or specified for the purpose of the assignment. All deliverables should be agreed with Project and be provided in electronic copy. Payment will be made upon the successful completion of the tasks assigned.*

#### **4. INSTITUTIONAL ARRANGEMENTS**

The timeframe for the work of the Consultant is planned for the period March - October 2023.

During this time, the Consultant is expected to work a total of 90 working days (part-time consultancy).

The assignment shall be performed in close coordination with the Project Team, under the guidance and supervision of the Project Manager and Communication Analyst.

For the duration of the assignment the Project will provide the Consultant the necessary information and materials for the fulfilment of the assignment. Priority shall be given to both office-based and field work.

All communications and documentation related to the assignment will be in Romanian.

#### **5. FINANCIAL ARRANGEMENTS**

Payments will be disbursed in tranches upon submission and validation of deliverables by the Communication Analyst (certifying that the services have been satisfactorily performed) and their subsequent approval by the Project Manager.

#### **6. QUALIFICATIONS AND SKILLS REQUIRED**

##### **Academic Qualifications:**

- University degree (or higher) in public relations, communication, journalism, social sciences, or related field(s).

##### **Experience and knowledge:**

- At least 5 (five) years of progressive experience (at the local or national level) in the field of public outreach, communication and/or public relations.
- At least 2 (two) years of experience in providing advisory and capacity building support for non-governmental organizations and/or public institutions.
- Professional experience in coordinating public campaigns with civic engagement and awareness raising components.
- Additional training and certification in public outreach/ communication/new media will be considered as an advantage.
- Previous experience within an UNDP Project and/or other international organization(s) will be considered a strong advantage.

##### **Competencies:**

- Ability to perform and deliver expected results in a fast-paced working environment.
- Strong sense of initiative and ability to work independently.
- Strong written and communication skills, with analytic capacity and ability to identify relevant findings and prepare analytical documents in a clear and concise manner.
- Demonstrated interpersonal skills, as well as the ability to communicate effectively and build meaningful partnerships with all stakeholders.
- Fluency in Romanian (verbal and written) is a must. Strong knowledge of English considered as an advantage.

##### **Personal qualities:**

- Responsibility, flexibility and punctuality, ability to meet deadlines and prioritize multiple tasks.
- Proven commitment to the core values of the United Nations, in particular respecting differences of culture, gender, religion, ethnicity, nationality, 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.*

#### **7. 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 similar assignments);
- Duly updated CV with at least 3 references.

**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.

## 8. FINANCIAL PROPOSAL

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. To assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including fees, taxes, travel costs, accommodation costs, communication, and number of anticipated working days)

### Travel

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

## 9. EVALUATION

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

- University degree (or higher) in public relations, communication, journalism, social sciences, or related field(s).
- At least 3 (three) years of progressive experience (at the local or national level) in the field of public outreach, communication and/or public relations.
- At least 2 (two) years of experience in providing advisory and capacity building support for non-governmental organizations and/or public institutions.

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% (300 pts);

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

*Only candidates obtaining a minimum of 210 points for the Technical Evaluation shall be considered for the Financial Evaluation.*

Criteria	Scoring	Points Obtainable
<b><u>Technical</u></b>		
University degree (or higher) in public relations, communication, journalism, social sciences, or related field(s).	<i>Bachelor's degree – 5 pts. Master's degree – 10 pts.</i>	10

At least 3 (three) years of progressive experience (at the local or national level) in the field of public outreach, communication and/or public relations	<i>no – 0 pts; 3 years of experience – 20 pts; each additional year – 10 pts, up to a total of 50 pts.</i>	50
At least 2 (two) years of experience in providing advisory and capacity building support for non-governmental organizations and/or public institutions	<i>no – 0 pts. 2 years – 20 pts; each additional year of experience – 10 pts., up to a maximum of 40 pts.</i>	40
Professional experience in coordinating public campaigns with civic engagement and awareness raising components	<i>no – 0 pts. 1 coordinated campaign – 10 pts; each additional experience – 5 pts. up to a maximum of 30 pts.</i>	30
Additional training and certification in public outreach/ communication/new media will be considered as an advantage	<i>no – 0 pts. each training and/or certification – 10 pts. up to a maximum of 20 pts.</i>	20
Previous experience within an UNDP Project and/or other international organization(s)	<i>more than 2 years -15 pts; up to 2 years – 10 pts; no – 0 pts.</i>	15
<p><u>Interview</u></p> <p><i>*The first three candidates who passed technical evaluation criteria with the best score shall be invited for an online interview and pass the cumulative analysis.</i></p>	<ul style="list-style-type: none"> <li>• Ability to perform and deliver expected results in a fast-paced working environment (<i>none – 0 pts, limited – 10 pts, good – 25 pts, strong – 35 pts</i>)</li> <li>• Strong sense of initiative and ability to work independently (<i>none – 0 pts, limited – 10 pts, good – 20 pts, strong – 30 pts</i>)</li> <li>• Strong written and communication skills, with analytic capacity and ability to identify relevant findings and prepare analytical documents in a clear and concise manner (<i>none – 0 pts, limited – 10 pts, good – 20 pts, strong – 30 pts</i>)</li> <li>• Demonstrated interpersonal skills, as well as the ability to communicate effectively and build meaningful partnerships with all stakeholders (<i>none – 0 pts, limited – 10 pts, good – 20 pts, strong – 30 pts</i>)</li> <li>• Strong knowledge of the English and Romanian and Russian languages – 5 pts each. (10 pts total)</li> </ul>	135
<b>Maximum Total Technical Scoring</b>		<b>300</b>

<b>Financial</b>	
<p>Evaluation of submitted financial offers will be done based on the following formula:</p> <p><b><u>S = Fmin / F * 200</u></b></p> <p><b>S</b> – score received on financial evaluation;</p> <p><b>Fmin</b> – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round;</p> <p><b>F</b> – financial offer under consideration</p>	<b>200</b>

Winning candidate

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