



## TERMS OF REFERENCE

<b>Job title:</b>	<b>Communication Consultant</b>
<b>Type of Contract:</b>	Individual Contract (IC)
<b>Duty station:</b>	Chisinau
<b>Section/Unit:</b>	Supporting the Moldovan authorities in the sustainable management of the Dniester River
<b>Language's requirement:</b>	Romanian, English
<b>Contract Duration:</b>	June 2023 – August 2026 (108 working days)
<b>Payment arrangements:</b>	Lump sum contract (payments linked to satisfactory performance and delivery of outputs)

### I. BACKGROUND

Sustainable management of water resources in accordance with the principle of integrated water management is the priority for Moldova. For further development of water policy and improvement of regulatory framework, the Ministry of Environment (MoE), with the support of its subordinate institutions, is responsible for ensuring ongoing dialogue with neighboring countries on the integrated management of transboundary water resources, with the ultimate goal to ensure amount and quality and quantity of waters needed for both sustainable socio-economic development and healthy environment.

In the process of improvement of national regulatory framework, harmonization of environmental legislation with the provisions of European Union (EU) directives, national environmental protection system faces many constraints, particularly, related to outdated standards, normative acts, capacity of responsible institutions, shortage of qualified staff in the government sectoral institutes, etc.

The importance of integrated management of the Dniester River is indisputable for the Republic of Moldova. It is the largest river in the Republic of Moldova, covering 70% of the country's water consumption needs, thus being considered a strategic surface water resource for both environmental and socio-economic security of the country.

For the joint Moldovan-Ukrainian management of the Dniester River, a topic of major importance for Moldova is the impact of the operation of the Dniester Hydropower Complex (HPC) on the Moldova's territory. In the frameworks of project "Study of social and environmental impact assessment of the Dniester Hydropower Complex" funded by Swedish Embassy and implemented by UNDP in 2018-2021, there was clearly shown its negative impact on the environment downstream.

According to Water Law No. 272/ 2011, river basin district management plans (RBDMP) are being developed for 6-years cycle. It shall be mentioned that the Ukrainian side is also concerned with

the development of the Dniester River Basin Management Plan (RBMP) for the years 2025-2030. Important methodological aspects were harmonized between countries' experts and institutions, and joint Strategic Action Program had been elaborated with assistance of the GEF funded project. The Strategic Action Program (SAP) is one of the key strategic documents of the Commission on Sustainable Use and Protection of the Dniester River Basin. It is based on the findings of the Transboundary Diagnostic Analysis (TDA) for the Dniester River Basin. Both documents have been developed according to the methodology agreed by the two countries and have been extensively consulted. The documents contribute to the Dniester River basin management planning at the national level, as well as support implementation of international commitments to develop joint plans for the transboundary basins. On March 31, 2021, there was signed a Joint Statement on the approval of the Strategic Action Program for the Dniester River Basin for 2021 between the Ministry of Agriculture, Regional Development and Environment of the Republic of Moldova and the Ministry of Environmental Protection and Natural Resources of Ukraine.

Along with attempts to solve the cross-border aspect of the Dniester River management on the platform of the Dniester Commission, currently, environmental institutions are in an extensive process of functional analysis aimed at streamlining the structure, functions, and capacities in the field of integrated management of water resources.

The strategy of the project "Support to the Moldovan authorities for the sustainable management of the Dniester River" is to improve environmental and social conditions in the Dniester River Basin District through enhanced management of water resources on the basis of updated regulatory framework, comprehensive and reliable river basin management planning, improved water management institutional capacities and implementation of practical environmental activities that would improve the ecological status of the Dniester River, identified as part of the Dniester Impact Study (2021).

The Project consists of 4 (four) Components and relevant outputs such as follows:

#### **COMPONENT 1. Enhancement of water related regulatory framework**

**Outcome 1.** Better management and protection of water towards prevention deterioration and enhancement status of aquatic ecosystems

Output 1. National water related regulatory framework towards compliance with the EU WFD-is developed, consulted, and handed over to the relevant state institution for adoption / approval.

#### **COMPONENT 2. Elaboration of 2<sup>nd</sup> Management Plan for the Dniester River Basin District**

**Outcome 2.** Water quality improvements are achieved through a basin wide approach to water management

Output 2. The 2<sup>nd</sup> Management Plan for the Dniester River Basin District is elaborated in accordance with the EU WFD and pertaining national regulatory framework

#### **COMPONENT 3 Support provided to the water management authorities in sustainable management of Dniester River resources at national and international levels**

**Outcome 3.** Improved transboundary cooperation on joint management of the Dniester River basin

Output 3. National water authorities are capacitated to participate in the activities of the Commission for the Sustainable Use and Protection of the Dniester River (Dniester Commission)

**Outcome 4.** Better management of the Dniester HPC in view of social and environmental needs downstream

Output 4. Group for negotiating the Agreement on the Functioning of the Dniester HPC is supported by relevant expertise, trainings, negotiating skills

**Outcome 5.** Capacities of the AAM as a key national water management institution enhanced

Output 5. The responsibilities, functions, and staff structure of AAM are adjusted to comply with integrated water management needs

#### **COMPONENT 4 Implementation of activities to improve current ecological conditions of the Dniester River**

**Outcome 6** Capacity Building for Transboundary Water Quality Monitoring

Output 6: Wide range of hydro-chemical data flow established and permanently received in automatic regime

**Outcome 7** Dniester River Spring Ecological Discharge Optimization Study

Output 7: Effectiveness of environmental releases assessed and objective criteria for making decisions about the optimal timing and hydrographs for spring discharge set

**Outcome 8:** Chemical status of water bodies in the Dniester River Basin

Output 8: Sampling program on Dniester, tributaries, and underground waters conducted and data obtained and analyzed

**Outcome 9** Strengthening of Potential of Central and Local Environmental authorities in fishery policy

Output 9: A study and a road map in establishing adequate legislation and institutions in Fishery sector developed

**Outcome 10** Ecosystem Services' capacity of Lower Dniester River enhanced

Output 10. Lower Dniester oxbow rehabilitation plan developed

Output 11: Practical measures for biodiversity rehabilitation implemented (subgrants)

The Overall Objective of the project is to increase the capacity of the Moldovan Government to sustainably manage the Dniester River basin at the national and transboundary levels, including:

- To ensure that Moldova has sufficient regulatory framework for the sustainable river management based on the basin wide approach supported by the WFD provisions;
- To provide the Moldova Government for comprehensive and realistic Management Plan for the Dniester River Basin developed in compliance with the WFD;
- To provide continuous support for enhancement of capacities of national authorities responsible for water management, as well as the Moldovan representatives under joint

Moldovan and Ukrainian bodies tasked with cross-border management of the Dniester River;

- To improve social, economic, and environmental conditions of the Dniester River.

Project duration is from August 2022 through August 2026.

## II. OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT

The Communication Consultant will ensure, in line with the Project scope, the provision of the following development services and products pertaining to an effective communication and public outreach:

### a. **Ensure the effective management of the project's communication plan, focusing on achievement of the following:**

- Develop, review, implement and continuously monitor the project's communication plan, using appropriate feedback mechanisms and monitoring tools;
- Contribute to project's publications and knowledge products, including reports, presentations etc. Manage development of promotional materials etc;
- Establish meaningful partnerships with mass-media (esp. specialized), at the national and were appropriate at local levels;
- Liaise and provide required support to project's national consultant(s) in the field of communication and public outreach;
- Manage/coordinate deliverables of suppliers for the provision of goods/services required for the implementation of the communication plan;
- Ensure compliance with all corporate rules and regulations of UNDP and Embassy of Sweden on in the field of communication and visibility promotion;
- Ensure coordination with the press-service of the Ministry of Environment and its subordinate institutions, including: Apele Moldovei Agency, Environment Agency, Environmental Protection Inspectorate, State Hydrometeorological Service etc;
- Provide solid inputs to project's analytical products, work plans, progress reports, and fundraising efforts, in the area of responsibility, etc.

### b. **Ensure the visibility of the project's component results, focusing on achievement of the following:**

- Draft project's communications materials to a professional standard (via articles, success stories, interviews, blogs posts, press releases, videos, photo essays etc.) oversee their implementation and ensure wide dissemination and visibility of project's achievements in the national media as well as in the local and regional media/websites;
- Design and support organization of project's events, including: press-conferences, press clubs meetings, press tours, site visits, launches, round tables, conferences, policy dialogues etc;
- Liaise and coordinate communication products with the UNDP Communications Analyst;
- Conceptualize and deploy assets for social media (illustrations, infographics, gifs etc.).
- Manage visibility kits (online and printed);
- Organize press trips in the project implementation areas and ensure media coverage;

- Prepare and conduct communication trainings for the project team, consultants, and stakeholders.

**Key deliverable for the Communication Consultant:**

No.	Deliverables	Indicative timeframe
1	Detailed communications and outreach work plan coordinated with the UNDP Communications Analyst and approved by the Project Manager	by July 2023 – 9 w.d.
2	Progress reports (2 reports in 2023, 4 reports per year in 2024 and 2025, 3 reports in 2026) approved by the Project Manager on contributing to the communication products of the project (through articles, success stories, interviews, blog posts, press releases, videos, photo essays, etc.) and ensuring a wide dissemination and visibility of the project's achievements in the national, local and regional media	by August 2026 - 21 w.d.
3	Progress reports (2 reports in 2023, 4 reports per year in 2024 and 2025, 3 reports in 2026) approved by the Project Manager on designing concepts for communication products and overseeing their implementation; conducting public events (launches, political dialogues, round tables, conferences) and conducting campaigns; communication events/products delivered to partners and donors	by August 2026 - 18 w.d.
4	Progress reports (2 reports in 2023, 4 reports per year in 2024 and 2025, 3 reports in 2026) approved by the Project Manager on supporting the project-related communication capacity of project beneficiaries: Ministry of Environment and its subordinate institutions, including: Apele Moldovei Agency, Environment Agency, Environmental Protection Inspectorate, State Hydrometeorological Service etc.;	by August 2026 - 21 w.d.
5	Progress reports (2 reports in 2023, 4 reports per year in 2024 and 2025, 3 reports in 2026) approved by the Project Manager on concept and implementation of assets for social networks (illustrations, infographics, gifs, etc.); managing visibility kits (online and printed)	by August 2026 - 18 w.d.
6	Progress reports (2 reports in 2023, 4 reports per year in 2024 and 2025, 3 reports in 2026) approved by the Project Manager on institution of meaningful partnerships with mass-media (esp. specialized), at national and local levels; and identification of appropriate suppliers for the provision of goods/services required for the implementation of the communication plan	by August 2026 - 21 w.d.

This is a part-time consultancy. The timeframe for the work is planned for June 2023 – August 2026.

### **III. INSTITUTIONAL ARRANGEMENT**

Under the guidance and direct supervision of the Project Manager, the Communication Consultant shall contribute to an effective and efficient implementation of the project's communication and outreach plan, contributing to an increased visibility of the policy and local development components' results.

### **IV. CONFIDENTIALITY**

Materials provided to the 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.

### **V. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATION**

#### **Academic Qualification:**

- Bachelor's degree or higher in Journalism and Science Communication Media Studies, Public Relations, or communication related area.

#### **Experience:**

- At least 3 years of experience in the fields of communication or journalism as a communication specialist;
- At least 2 years of work experience in developing and implementing media/communications strategies and plans, visibility and awareness raising campaigns, drafting communication materials and products (including elaboration of articles, press releases, interviews, and other communication product) – (if applicable, please submit links in the proposal).

#### **Competences:**

- Experience in similar positions in an international organisation implementing international development assistance;
- Previous demonstrated professional experience in working directly with CSOs and mass-media;
- Solid understanding of and ability to apply communications tools and techniques;
- Ability to analyze, plan, communicate effectively orally 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);
- Good written communication, creative and analytical skills, as well as the ability to communicate effectively with stakeholders and to present ideas clearly and effectively;
- 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;
- Experience in implementation of communications campaigns;
- Knowledge of topics related to environmental protection, water resources management preferably with focus on Dniester River;

- Outstanding drafting and communication skills.

#### **Language requirements:**

- Fluency in Romanian, English, and Russian languages (verbal and written) is a must.

#### **Personal qualities:**

- Strong sense of initiative and ability to work independently;
- Demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively;
- Proven experience in the use of social media, multi-media, and digital platforms;
- 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);
- Proven commitment to the United Nations' core values respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or another status. Please mention in your CV if you belong to the group(s) under-represented in the UN Moldova and/or assignment area.

*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. Please specify in CV, in case you belong to the group(s) under-represented in the UN Moldova and/or the area of assignment.*

## **VI. 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 Manager that the services have been satisfactorily performed.

## **VII. APPLICATION PROCESS**

Applicants shall submit the following documents:

- Personal updated CV, indicating all past positions held and their main underlying functions, their durations (month/year), the qualifications, as well as the contact details (email and telephone number) of the Candidate, and at least three (3) the most recent professional references of previous supervisors. References may also include peers;

- Proposal (Motivation Letter, maximum length: 1 page): 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 projects*);
- Offeror's letter to UNDP confirming interest and availability for the individual contractor (IC) assignment, incorporating Financial proposal in Annex 2.

*Upload the signed version of the filled in Offeror's letter to UNDP confirming interest and availability for the individual contractor (IC) assignment. 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.*

*The Financial Proposal shall be additionally submitted directly in the system. Please ensure there are no mathematical errors and that amounts from Offeror's Letter to UNDP Confirming Interest and Availability match with your offer in the system;*

- Other materials relevant to pre-assessing the relevance of their experience, such as reports, presentations, publications, or other materials.

**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.

#### **Incomplete applications will not be considered.**

If an applicant is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the applicant must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

## **VIII. EVALUATION**

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

- Bachelor's degree or higher in Journalism and Science Communication Media Studies, Public Relations, or communication related area;
- At least 3 years of experience in the fields of communication or journalism as a communication specialist.

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.

<b>Criteria</b>	<b>Scoring</b>	<b>Maximum Points Obtainable</b>
<b><u>Technical</u></b>		
Bachelor's Degree or higher in Journalism and Science Communication Media Studies, Public Relations, or communication related area	Bachelor's degree – 20 pts., additional qualifications – 10 pts, up to a maximum of 30 pts.	30
At least 3 years of experience in the fields of communication or journalism as a communication specialist	3 years – 3 pts, each additional year – 5 pts, up to max. 45 pts	45
<b>Maximum score</b>		<b>75</b>
<b>Interview evaluation criteria</b>		
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
<b>Written test criteria</b>		
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
<b>Maximum Total Technical Scoring</b>		<b>240</b>
<u>Financial</u>		
Evaluation of submitted financial offers will be done based on the following formula:  <b><math>S = F_{min} / F * 160</math></b>  <b>S</b> – score received on financial evaluation.  <b>F<sub>min</sub></b> – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round.  <b>F</b> – financial offer under consideration		<b>160</b>

#### Winning candidate

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