**TERMS OF REFERENCE**

**A. Job Title:**  Team of two Communication and Media Outreach Consultants

**B. Duty Station:**  Home-based assignment with at least one day per month in the OHCHR office and regular visits (several days per month) in locations on both banks of Nistru/Dniester River to participate in various activities

**C. Project reference:**  OHCHR, Annual working plan of Human Rights Adviser

**D. Contract type:**  Individual Contract (IC)

**E. Duration of assignment:** Up to 244 working days per consultant duringJuly 2023 – December 2024

**F. Background:**

The UN Human Rights Office in Moldova (‘OHCHR Moldova’) represents the world's commitment to universal ideals of human dignity. It has a unique mandate from the international community to promote and protect all human rights.

OHCHR in Moldova assists and advises the UN Resident Coordinator Office and the UN Country Team (UNCT) on human rights matters. The Office also supports the Government and civil society, by providing advice and enhancing their capacities to implement human rights and apply a human rights-based approach in their work. Thematic priorities of the UN Human Rights Office are: (i) Strengthening the Rule of Law and accountability for human rights violations; (ii) Enhancing equality and countering discrimination; (iii) Integrating human rights in sustainable development; and (iv) Enhancing civic space and people’s participation.

The Office’s Work Plan for 2023 includes several programmatic areas which require support under the current Job Description: (1) advancement of rights of persons from vulnerable groups from both banks of Nistru/Dniester River; (2) design and conduct of awareness-raising campaigns on promoting human rights, prevention of discrimination, inclusive dialogue and meaningful participation, including for children and youth; 3) Building sustainable and inclusive peace, strengthening trust and social cohesion.

The Office’s activities are oriented towards the promotion of various civil, political and social, economic and cultural rights, with a focus on different vulnerable groups including persons with disabilities, Roma, women.

In particular, OHCHR in Moldova is currently implementing the following projects:

-‘Building sustainable and inclusive peace, strengthening trust and social cohesion’ financed by the UN Peacebuilding Fund. The Project is implemented jointly with UN Women and UNDP.

-‘Improving the equal access to services and assistance for refugees with specific needs and the most vulnerable host community members in Moldova including the left bank of Nistru river’, financed by the European Commission.

-‘Paradigm Shift to Disability Inclusive Services, Accountability and Governance in Moldova’, financed by the United Nations Partnership on the Rights of Persons with Disabilities (UNPRPD), implemented jointly with UNDP and UNICEF.

-‘One UN Joint Action to Strengthen Human Rights in the Transnistrian region of the Republic of Moldova (2022-2025)’, financed by Sweden and implemented jointly with UNDP, UNAIDS, UNICEF, UNODC, IOM, UNFPA.

For the purpose of realizing public outreach and awareness raising activities related to the above-mentioned projects, and abiding by donor standards, the OHCHR Office will need the services of a team of two consultant, Communication and Media Outreach Specialists.

**G. Objective:**

OHCHR is seeking to hire a team of two national consultants who can cooperate to successfully achieve the following objectives:

1. Develop a Communication strategy;
2. Provide support in the management of media relations and in the organization of media events and initiatives;
3. Create and promote a wide variety of communication content;
4. Support the design and implementation of awareness-raising campaigns to promote human rights among various stakeholders.

All logistical arrangements will be financially supported by OHCHR Moldova. Transportation costs must be included in the financial proposal.

**H. Scope of work and expected outputs:**

Under the present Terms of Reference and guided by the international standards and materials developed by the UN system broadly and the OHCHR, the team of consultants will undertake the following tasks:

1. Develop a communication strategy for OHCHR Moldova.
2. Provide support in building and maintaining OHCHR Moldova’s relations with the media, including through an up-to-date contact list of media outlets and journalists from both banks of Nistru river.
3. Monitor the Office social media channels and create content, including graphics, to raise the Office’s visibility.
4. Organize and implement Human Rights Media Academies.
5. Organize and carry out media brunches for media specialists.
6. Develop a variety of media and communication products, outreach materials, to showcase the Office’s initiatives and achievements.
7. Prepare content for Human Interest Stories, to showcase the impact of OHCHR activities.
8. Participate at various OHCHR events and project activities, take pictures and provide advice on communication and visibility matters.
9. Plan, design, implement and promote human rights campaigns focused on vulnerable groups and on human rights education, including by liaising with relevant stakeholders and/or partners.

During the entire assignment, the National Consultants will act as the subject matter experts supporting the OHCHR Moldova team. The National Consultants will collaborate with all relevant stakeholders and partners throughout the entire period of the assignment.

1. **Expected Deliverables:**

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|  | **Deliverable** | **Expected number of days** | **Date** |
|  | A Communication Strategy (2023-2024) and annual work plan are developed and an Office Photo Gallery is created and updated. | 10 days | By October 2023 |
|  | A Database with type, profile and contact details of relevant media outlets is prepared and updated. | 2 days | By October 2023 |
|  | Office social network pages are regularly monitored and updated through new content. | 27 days | By December 2024 |
|  | Two editions of Human Rights Media Academy are organized and implemented successfully on both banks of Nistru river. | 40 days | By November 2024 |
|  | Substantial contribution is provided in organizing four media brunches, including through the mobilization of journalists and media professionals. | 12 days | By end of 2024 |
|  | At least 21 communication products including outreach materials are developed. | 21 days | By end of 2024 |
|  | At least 10 human interest stories are produced. | 20 days | By end of 2024 |
|  | Photos are taken at different Office events and project activities and advice on visibility and communication matters is provided. | 10 days | By end of 2024 |
|  | An awareness-raising campaign on the importance and impact of the participation of persons with disabilities in decision-making process is developed and implemented. | 10 days | By end of 2023 |
|  | One cross-river public awareness-raising campaign with a focus on vulnerable groups is developed and implemented. | 12 days | By end of 2024 |
|  | At least six Human Rights /Social cohesion campaigns are developed and implemented on both banks of Nistru/Dniester river. | 40 days | By end of 2024 |
|  | Office-wide awareness-raising campaigns and events are implemented. | 40 days | By end of 2024 |
|  | TOTAL NUMBER OF DAYS | **244** |  |

**J. Organizational Setting:**

During the entire assignment, the team of two consultants will work under the direct supervision of the OHCHR Human Rights Adviser, in close coordination and cooperation with the OHCHR team. The consultants will collaborate with all relevant stakeholders and partners throughout the entire period of the assignment. **The work of the two consultants will be home-based, with attendance at the OHCHR Moldova office at least once per month and include field work. The home-based part will include meetings, general preparatory work, and content development.** **Field travel and in-person meeting, attendance at events will be also required.** Travel costs will be calculated within the daily fees.

Organisation of events, visibility and logistics, including the booking of venues or procuring refreshments and food will be facilitated by OHCHR staff.

Additionally, the OHCHR team will provide the consultants with available information and materials for fulfilment of tasks, will facilitate meetings and provide other reasonable logistic support where necessary.

**K. Financial arrangements:**

The financial proposal shall specify a total **lump sum** amount.

In case the application comes from separate consultants, upon their selection, before starting the assignments the consultants will need to agree on the division of labour and payment instructions. The remuneration will be done according to the requested fee by each of the consultants multiplied to the working days and the deliverable provided by each consultant.

The payments under these Terms of Reference will be made upon successful certification of all deliverables, based on the submitted activity report.

**Travel**

All envisaged travel costs must be included in the financial proposal. In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between OHCHR and the consultants, prior to travel and will be reimbursed

**L. Confidentiality**

Materials provided to the Consultants 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 the contract.

**M. Qualifications and skills required:**

1. Academic Qualifications:

* University degree in communications, journalism, law, international relations, public administration or related field.

1. Years and sphere of experience:

* A minimum of five (5) years of progressively responsible experience in communications, including as public relations specialist, journalist or communications consultant;
* Proven experience in designing and coordinating communications, outreach and/or media programs and initiatives (with relevance to human rights – a great advantage);
* Proven experience of developing and conducting online campaigns and building social media presence;
* Experience in similar assignments with UN and/or other development partners is an advantage.
* Experience in active/advanced use of social media, multi-media and digital platforms;
* Experience in writing reports, researches, articles and/or human interest stories;
* Proven experience in producing or overseeing production of information communications products.
* Experience of working with minorities, marginalized or vulnerable groups is a strong asset.

1. Competencies:

* Proven competencies in oral and written communications and editing skills, with proven ability to meet tight deadlines;
* Proven commitment to the core values of the United Nations; in particular, is respectful of differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, sexual orientation, or other status;
* Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
* Accepts responsibility and accountability for the quality of the outcome of his/her decisions;
* Proficiency in English language;
* Fluency in oral and written Romanian and English. Good knowledge of Russian is an asset. Working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset.

1. Personal qualities:

* Resourcefulness and creativity.
* Strong communication and interpersonal skills.
* Excellent teamwork skills
* Strong organizational skills.

OHCHR 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.

**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 OHCHR 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 all-inclusive financial proposal;
* A methodological note explaining the approach to the tasks to be accomplished
* Personal CVs of each consultant in the team including information, links/copies of documents for similar comprehensive studies with at least 3 reference persons.

**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 in communications, journalism, law, international relations, public administration or related field;
* Minimum 5 years of progressively responsible experience in communications, including as public relations specialist, journalist or communications consultant.

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 would be considered for the Financial Evaluation.

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| **Criteria** | **Scoring** | **Maximum Points Obtainable** |
| **Technical** | | |
| University degree in communications, journalism, law, international relations, public administration or related field. | *University degree – 5 pts., Master’s – 7 pts; PhD –****10 pts;*** | 10 |
| A minimum of five (5) years of progressively responsible experience in communications, including as public relations specialist, journalist or communications consultant; | *5 years – 5 points, each additional year – 5 points up to max.* ***25 pts;*** | 25 |
| Proven experience in designing and coordinating communications, outreach and/or media programs and initiatives (with relevance to human rights – a great advantage); | *Up to two - 0 points, 2 years – 10 points, each additional year– 10 pts. Up to max.* ***50 pts;*** | 50 |
| Experience in similar assignments with UN and/or other development partners is an advantage | *Each assignment - 5 pts, up to max* ***15 pts*** *(3 assignments);* | 15 |
| Experience of working with minorities, marginalized or vulnerable groups is a strong asset. | *Each assignment - 5 pts, up to max* ***15 pts*** *(3 assignments);* | 15 |
| **Interview** (demonstrated technical knowledge and experience; communication/ interpersonal skills; initiative; creativity/ resourcefulness).  **Only the first 5 applicants that have accumulated the highest technical score shall be invited to the interview.** | | |
| Proven competencies in oral and written communications and editing skills, with proven ability to meet tight deadlines; | *Limited competencies – 5 pts, fair competencies – up to 15 pts., good competencies – up to 30 pts, very good – up to* ***40 pts****;* | 185 |
| Proven experience in developing and conducting online campaigns and building social media presence; | *Limited up to – 5 pts, fair – up to 25 pts., good – up to 45 pts, very good – up to* ***65 pts****;* |
| Accepts responsibility and accountability for the quality of the outcome of his/her decisions; | *Limited understanding and ability - up to 5 pts., satisfactory – up to 15 pts.; extensive – up to* ***20 pts****;* |
| Resourcefulness and creativity; | *Up to* ***15 pts;*** |
| Strong communication and interpersonal skills; | *Up to* ***15 pts;*** |
| Command of English language; | *Working knowledge / intermediate – up to 15 pts, advanced – up to* ***20 pts****;* |
| Additional languages: knowledge of Romanian and/or Russian. Good knowledge of Russian is an asset. Working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset. | *5 pts per language, max. total* ***10 pts****.* |
| **Maximum Total Technical Scoring** |  | **300** |

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

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

Winning candidate

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