

## TERMS OF REFERENCE

<b>Job title:</b>	National Communication and Outreach Consultant
<b>Duty station:</b>	Chisinau, Moldova
<b>Reference to the project:</b>	“Strengthening Efficiency and Access to Justice in Moldova” Project
<b>Contract type:</b>	Individual Contract (IC)
<b>Expected duration of the assignment:</b>	September – December 2024 (50 working days)

### I. Background

The UNDP project “Strengthening Efficiency and Access to Justice in Moldova” (A2J) is a multi-year institutional development project designed to contribute to an increased efficiency of justice services and to improved access to justice of men and women in Moldova, in particular from vulnerable and marginalized groups, through enhanced capacities of forensic institutions to provide qualitative justice services, strengthened capacities of the justice sector actors in the selected pilot areas to provide coordinated response to men’s and women’s justice needs and strengthened civil society able to claim the respect of rights and engage in a constructive dialogue with the justice chain actors. Project interventions will offer and encourage equal opportunity for the participation of men and women.

The Project also seeks to raise the awareness of men and women about their rights and the ways to claim the respect for their rights and keep the justice chain actors accountable through legal awareness activities (for instance, informational campaigns on access to justice and justice sector reforms, human (especially social) rights and equality and their protection mechanisms), ‘open door day’ events in key justice institutions (courts, prosecution offices, police offices, etc.), redesigning the way the justice chain actors provide access to information, public lectures on justice-related topics, production of accessible information materials on justice sector reform, etc. The legal awareness activities will engage a large range of social stakeholders going beyond the traditional partners, including school, universities, parents’ associations, etc.

In this context, the A2J Project is seeking to hire a national consultant to support the outreach and visibility of activities and interventions under A2J project components, as well as A2J Project achievements and result. The consultant shall also lead the coordination of communications and outreach activities of NGOs, grant recipients as part of the Project interventions, as well as provide support to the Ministry of Justice and national forensic institutions in fostering their communication capacities.

### II. Scope of work and expected outputs

The expected output for the national consultant’s assignment is to provide support to awareness raising and communication on the A2J Project work in full compliance with the applicable visibility guidelines and rules, including via implementation of the Project’s Communication Strategy and

Activity Plan, development and dissemination of information, promotion materials and handouts, as well as working with project's beneficiaries, as well as Low Value Grant Recipient Organizations to ensure synergy in communication about the achieved results of the Project.

In order to achieve the stated objective, the Consultant will have the following responsibilities:

1. Provide communication and visibility support to all Project's activities where necessary;
  - 1.1 Lead the implementation of the Project's Visibility Plan in close partnership with the Project Team and UNDP Communications Analyst;
  - 1.2 Ensure and maintain cooperation/liaison with donor's and national counterparts' communications officers;
  - 1.3 Identify and maintain close cooperation and communication with both print and electronic media, and other media outlets, e.g., web portals;
  - 1.4 Maintain the Project's events calendar and insert regularly updates into UNDP event calendar;
  - 1.5 Draft, summarize and edit communications pieces of varying length for different internal and external audiences in close cooperation with the Project team and UNDP Communications Analyst;
  - 1.6 Prepare information about the Project's most important achievements to be disseminated through the national media, as well as local and/or regional communications channels and outlets;
  - 1.7 Maintain and update when needed the Project's profile on UNDP websites;
  - 1.8 Ensure compliance with all corporate rules and regulations of UNDP and the Donor organization in the field of communication and visibility promotion and reporting;
  - 1.9 Contribute to successful conceptualization, organization and delivery of Project outreach and visibility activities and campaigns in close partnership with the Project Team and UNDP Communications Analyst. Throughout the process the consultant shall ensure compliance with the expected results under the A2J Project and use of human rights-based approach;
  - 1.10 Contribute to development, design and layout of A2J Project materials, communication packages (e.g. reports, posters, infographics, facto-graphics, handouts, images, dynamic presentations, etc.) for internal and external audiences, for presentation, print, online and media outlets use;
  - 1.11 Monitor and ensure compliant use by Project team of the Project Communication Guidelines and technical specifications for branded items;
  - 1.12 Coordinate and oversee, in line with UNDP and Donor editorial and visual guidelines, printing of materials/products produced within the project, advising on print solutions, coordinating with printing houses and ensuring delivery of final error-free agreed materials;
  - 1.13 Support the process of attracting additional consultancy support and/or services in the area of communications and visibility, necessary for A2J Project implementation;
  - 1.14 Provide inputs and contribution to the ToRs developed for contracting communication/PR companies for the delivery of specific communication services and products focusing on vulnerable groups, as well as participate in the evaluation of offers submitted in the context of launched competitions for procurement of above mentioned;
  - 1.15 Respond to requests for inputs from UNDP from the beneficiary institutions, with respect to communication and visibility aspects of the Project;
2. Contribute to successful conceptualization, organization and delivery of Low Value Grant Recipient Organizations' outreach and visibility activities and campaigns in close partnership with the Project Team and UNDP Communications Analyst. Throughout the process the consultant shall ensure compliance with the expected results under the A2J Project and use of human rights-based approach;
3. Monitor and ensure compliant use by Low Value Grant Recipient Organizations of the Project Communication Guidelines and technical specifications for branded items;

4. Develop progress reports on the performed activity and carried out tasks as well as recommendations for further interventions and or adjustments in approach.

### III. Deliverables and Timeframe

Deliverables	Tentative workload	Indicative timeline
<b>Deliverables Group 1:</b>		
Communication and visibility support to all Project's activities		
<ul style="list-style-type: none"><li>• Communication and visibility support to all Project's activities provided and implementation of the Project's Visibility Plan provided through tasks listed at points 1.1 to 1.15 described at Section II of the ToR.</li></ul> <p>For the scope of the assignment in relation to the Deliverables Group, will be delivered and/or lead at least:</p> <ul style="list-style-type: none"><li>- 3 full-fledged communication campaigns;</li><li>- 7 press releases, or articles, 9 social media posts, 3 success stories, photo essays;</li><li>- 5 visibility/media events/press conferences</li></ul>	25 working days	By October 20, 2024
<b>Progress Report Nr.1 on communication and visibility support provided in relation to Deliverables Groups 1 developed and submitted for approval</b>		
<b>Deliverables Group 2:</b>		
Communication and visibility support to activities carried by Low Value Grant Recipient Organizations		
<ul style="list-style-type: none"><li>• Close engagement in conceptualization, organization and delivery of Low Value Grant Recipient Organization's outreach and visibility activities and campaigns provided;</li><li>• Monitoring and compliance of use by Low Value Grant Recipient Organizations of the Project Communication Guidelines and technical specifications for branded items ensured.</li></ul> <p>For the scope of the assignment in relation to the Deliverables Group, will be delivered and/or lead at least:</p> <ul style="list-style-type: none"><li>- 3 press releases or articles, 3 social media posts, 1 success story;</li><li>- 2 visibility/media events/press conferences</li></ul>	25 working days	By December 13, 2024
<b>Progress Report Nr.2 on communication and visibility support provided in relation to Deliverables Groups 2 developed and submitted for approval</b>		

#### **IV. Institutional arrangements:**

The timeframe for the work of the consultant is tentatively planned through September -December 2024.

The consultant will work under the guidance and direct supervision of the UNDP Project Manager and UNDP Communications Analyst.

The consultant is expected to cooperate closely with delegated representatives of the Low Value Grant Recipient Organization's for substantive aspects of the assignment with inputs from the Project Officer.

All the deliverables shall be submitted in Romanian language, in electronic format.

Before submission of the deliverables, the consultant will discuss the draft documents with the parties involved (i.e. Project team, UNDP Communications Analyst and other stakeholders) so that final products reflect their comments.

#### **V. Financial arrangements**

Payments will be disbursed in several instalments upon submission and approval of progress reports associated to carried out work and certification by UNDP Moldova Project Manager that the services have been satisfactorily performed.

##### **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 instalments 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 shall include a breakdown of this lump sum amount (including fee, taxes, communication costs and number of anticipated working days).

#### **VI. 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 contract.

#### **VII. Qualifications and skills required:**

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

- Bachelor's degree or higher degree in public relations, communication, journalism, social science or related areas relevant for the current assignment. Additional training and certification in communication/new media is an asset.

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

- At least 5 years of demonstrated experience in working with various institutions as communications professional, or in mass-media as journalist;

- At least 3 years of work experience in developing and implementing media/communications, visibility and awareness raising campaigns, drafting communication and awareness raising materials, writing articles, press releases, interviews and other communication products;
- Proven experience (at least 2 proven previous assignments) in implementing media/communications, visibility and awareness raising campaigns;
- Proven experience with the government institutions, NGOs and donors working in the area, mass-media outlets, and PR agencies (at least 2 proven previous assignments implying engagement with these stakeholders);
- Experience in similar assignments in UN or other international organisation is an advantage.

#### Competencies:

- Knowledge of the government institutions, NGOs and donors working in the area, mass-media outlets and PR agencies;
- Excellent written communication skills, with analytic capacity and ability to synthesize project outputs and relevant findings for the preparation of analytical documents;
- Ability to think creatively, to develop and implement innovative solutions for traditional issues;
- Capacity to build strong relationships with clients, focuses on impact and result for the client and to respond positively to feedback;
- Fluency in Romanian and Russian languages. Knowledge of English is an asset.

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.

*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.*

## **VI. Documents to Be Included When Submitting the Proposals**

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

- 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.*
- 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 to support the required work experience and competences);
- Technical proposal (incl. brief description of experience, approach, and methodology for the completion of the assignment);
- Duly completed and updated personal 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.

## IX. Evaluation

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

- Bachelor's degree or higher degree in public relations, communication, journalism, social science or related areas relevant for the current assignment;
- At least 5 years of demonstrated experience in working with various institutions as communications professional, or in mass-media as journalist.
- Citizenship of the Republic of Moldova

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 who scored a minimum of 210 points for the Technical Evaluation shall be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
<b><u>Technical</u></b>		
Bachelor's degree or higher degree in public relations, communication, journalism, social science or related areas relevant for the current assignment	<i>Bachelor's degree – 10 pts.</i>	10
At least 5 years of demonstrated experience in working with various institutions as communications professional, or in mass-media as journalist	<i>5 years – 35 pts., each additional year of experience – 10 pts. up to a maximum of 65 points;</i>	65
At least 3 years of work experience in developing and implementing media/communications, visibility and	<i>No experience – 0 pts., 3 years – 35 pts., each additional year of experience – 10 pts. up to a maximum of 65 points;</i>	65

awareness raising campaigns, drafting communication and awareness raising materials, writing articles, press releases, interviews, and other communication products		
Proven experience with the government institutions, NGOs and donors working in the area, mass-media outlets, and PR agencies	<i>None – 0 pts, two assignments – 30 pts, more than two assignments (15 points per additional assignment) – up to a maximum of 60 pts.</i>	60
Experience in similar assignments in UN or other international organisation is an advantage	<i>No – 0 pts, Yes - 15 pts.</i>	15
Fluency in Romanian and Russian languages. Knowledge of English is an asset	<i>Each language 5 pts, up to 15 pts.</i>	15
Belonging to the group(s) under-represented in the UN Moldova and/or the area of assignment	<i>no – 0 pts., to one group – 5 pts., to two or more groups – 10 pts.</i>	10
<b>Maximum Scoring</b>		<b>240</b>
<b>Written test</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	<i>No – 0 pts., to some extent – 30 pts., good skills – 60 pts.</i>	60
<b>Maximum score Written test</b>		<b>60</b>
<b>Maximum Total Technical Scoring</b>		<b>300</b>
<b><u>Financial</u></b>		
Evaluation of submitted financial offers will be done based on the following formula: <b><u><math>S = F_{min} / F * 200</math></u></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>200</b>

#### Winning candidate

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