



TERMS OF REFERENCE

- A. Job Title:** National Communication Consultant
B. Duty Station: Chisinau
C. Project reference: One UN Joint Action Cross-river support for Human Rights
D. Contract type: National Individual Contract (IC)
E. Duration of assignment: June - December 2026 (60 working days)

F. Background:

The Programme aims to reduce the existing divisions between the communities on the left and right bank as well as between certain groups in Moldovan society. The ability of vulnerable groups from the region to effectively exercise their rights is impaired by the human rights knowledge, capacity and authority gaps they face. The civil society environment with limited capacities to influence the policy-making and to reach out to the most vulnerable ones and low human rights awareness of the CSOs, professionals and the population at large are hindering the realisation of human rights in the region.

Thus, the Programme aims to consolidate the results obtained since 2019 in terms of strengthening the capacities of vulnerable groups to achieve their rights (people with disabilities, Roma community, people living with HIV/AIDS, survivors of domestic violence, prisoners after release, youth, children in conflict with the law), through the Sustainable (Community) Development Platform, but also through financing various civil society initiatives in the field of human rights. In the previous stages of the Programme, with the support of the UN and Sweden, new services and social initiatives for vulnerable groups were launched on the left bank of Nistru. It will contribute to increasing the capacities of vulnerable groups to exercise their rights, to improve the systems and protection mechanisms, as well as to promote the culture of human rights on the left bank of the Nistru River.

G. Scope of Work/Objective:

The Communication Analyst in close cooperation with the Programme team, including other UN implementing agencies, and UNDP Communications Analyst, under the direct supervision of the Programme Manager, will provide effective and efficient support in the design, planning, management, monitoring and reporting of the Programme activities related to the communication, visibility, public awareness efforts and information campaigns.

H. Expected Outputs and Deliverables:

1. Effective Communication Plan Management:

- Elaborate and lead the implementation of the Programme's Communication Strategy and Visibility Plan in close collaboration with the Programme Manager and UNDP Communications Analyst.
- Elaborate the matrix of key stakeholders, target audiences, and the most effective communication channels to disseminate information about the Project activities, initiatives, and achievements.
- Support the local partners in designing and implementation of joint civic education and information campaigns, as well as in developing and delivering key messages. For the scope

of the assignment up to 4 coaching sessions to LVG recipients (up to 15 participants) will be provided, and up to 6 monthly communications action plans will be developed. In case of the offline sessions, logistical costs will be covered by the Programme.

- Draft talking points, briefs, factsheets, handout materials and dynamic presentations, considering the gender and human rights aspects.
- Provide 2 monitoring and impact assessment notes on Programme’s communication activities, using data-driven insights, which will help to refine Programme’s communication approaches and enhance outreach.
- Provide monthly updates and recommendations to the Programme Manager on communication trends, opportunities, and emerging tools to enhance visibility and engagement.
- Provide advice and recommendations to mitigate potential public communication crisis and sensible issues. This shall include, but not limited to, press monitoring (pre and post crisis), drafting of press releases and/or written reactions, and ad-hoc crisis reports.

2. Visibility of the Project activities and achievements:

- Draft and publish social media posts, press releases, success stories, newsletters, and reports to highlight Programme activities, progress, and outcomes.
- Develop and disseminate information materials tailored to different audiences, ensuring clarity, accessibility, and engagement.
- Collect testimonials to communicate Programme’s outputs and results.
- Contribute to the implementation of awareness campaigns, trainings, workshops, and public events, using various channels of communication and engaging with media representatives for a broader audience.
- Develop engaging digital content (infographics, videos, social media posts) to simplify complex topics and increase public awareness and understanding of human-rights-related subjects.
- Coordinate and manage media engagements, including press briefings, interviews, and public events to amplify the visibility of the donor(s), Programme and UNDP.

3. Stakeholder Engagement:

- Develop 2 monitoring and impact assesment notes on Programme’s communication activities, using data-driven insights, identifying key actors in government, private sector, civil society, and academia.
- Facilitate regular consultations and dialogue with local partners and stakeholders to ensure their perspectives are well reflected in the public awareness efforts.
- Establish and manage stakeholder communication channels, including newsletters, working groups, and online platforms, to ensure continuous engagement.

The incumbent performs other duties within their functional profile as deemed necessary for the efficient functioning of the Office and the Organization.

item no.	DELIVERABLES	Estimate Workdays	Tentative timeframe
1.	Deliverable 1. The Programme Communication Plan developed	4	July 2026

2.	Deliverable 2. One mid-term Programme Newsletter developed	1.5	July 2026
3.	Deliverable 3. Up to 2 media and/or public awareness campaigns developed (2.5 wd per campaign)	5	August 2026
4.	Deliverable 4. Up to 4 coaching sessions to LVG recipients provided (1 wd per each session)	4	October 2026
5.	Deliverable 5. Up to 6 monthly communications action plans developed (1.5 wd per each action)	9	December 2026
6.	Deliverable 6. Up to 5 success stories and/or articles developed. (2 wd per each product)	10	November 2026
7.	Deliverable 7. Communications and public relations products developed: <ul style="list-style-type: none"> • 2 monitoring and impact assessment notes on Programme’s communication activities, using data-driven insights (3 wd per note) • up to 3 press releases/media statements (1 wd per press release) • up to 10 social media postings (0.5 wd per posting) 	14	December 2026
8.	Deliverable 8. One final Programme Newsletter developed.	1.5	December 2026
9.	Deliverable 9. Up to 2 media monitoring reports developed <i>First Report (4 wd) – due August 2026</i> <i>Second Report (4 wd) – due December 2026</i>	8	December 2026
10.	Deliverable 10. Final report provided	3	December 2026
TOTAL			60 wd

J. Institutional Arrangements:

Under the direct supervision and guidance of the Programme Manager, the Communications Consultant shall contribute to an effective and efficient implementation of the communication Programme activities and awareness initiatives, in compliance with the corporate visibility guidelines and rules.

She/he will work in close collaboration with the Programme Manager and UNDP Communications Analyst for effective achievement of results, anticipating and contributing to resolving complex communication Programme-related matters.

The incumbent is expected to exercise full compliance with UNDP programming, financial, procurement and administrative rules, regulations, policies, and strategies.

Occasional travel to the left bank of the Nistru River is envisaged and all related logistical arrangements and costs will be covered by the Programme.

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).

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:

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

II. Years and sphere of experience:

- At least 3 years of experience in the fields of communication or journalism (including elaboration of articles, press releases, interviews, and other communication product) - (if applicable, please submit links in the proposal)

III. Competencies:

- 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 in English, Romanian and Russian, with proven ability to meet tight deadlines, to handle multiple priorities simultaneously and to adapt to changing circumstances;
- Experience in implementation of communications campaigns;
- Outstanding drafting and communication skills.

IV. 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);
- 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 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 similar comprehensive studies);
- CV and 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.

O. 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 related areas (humanities profile);
- At least 3 years of experience in the fields of communication or journalism.
- 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 obtaining a minimum of 210 points would be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points
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		Obtainable
Technical		
Bachelor's Degree or higher in Journalism and Science Communication Media Studies, Public Relations, or related area (humanities profile)	Bachelor's degree – 20 pts., additional qualifications – 10 pts, up to a maximum of 40 pts.	40
At least 3 years of experience in the fields of communication or journalism	3 years – 30 pts, each additional year – 10 pts, up to max. 50 pts	50
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
Maximum Desk Review score		100
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.		
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 – up to 30 pts., extensive experience / good skills - up to 40 pts	40
Demonstrated ability to perform effectively in similar role within international organizations implementing international development assistance	No – 0 pts., to some extent – up to 30 pts., extensive experience / good skills - up to 50 pts	50
Competence in planning and delivering effective communication campaigns	No – 0 pts., to some extent – up to 20 pts., extensive experience / good skills - up to 40 pts	40
Strong communication and coordination skills for engagement with civil society and mass-media	No – 0 pts., to some extent – up to 20 pts., extensive experience / good skills - up to 40 pts	40
Fluency in Romanian, Russian and English languages (verbal and written) is a must.	Each language - 10 pts	30
Maximum Interview score		200
Maximum Total Technical Scoring		300

* *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.***

Financial	
Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 200$ 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	200

Winning candidate

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