

UNICEF Moldova

Terms of Reference

National Individual Communication Consultant

Location: Chisinau, combined office based and remote work (subject to the epidemiological and political situation)

Duration and timeline: April 2022 – December 2022 (9 months, with the possibility of extension)

1. Background

UNICEF's mission in Moldova is to make sure every child in the country is healthy, educated and safe from harm, therefore having the best start in life and a fair chance to reach her or his full potential and benefit from the country's prosperity. We believe children have a right to live in a more equitable society, where their voices are heard, and needs met as a matter of priority in line with the Sustainable Development Goals.

The COVID-19 pandemic has upended the lives of children and their families across the globe. The Republic of Moldova has been greatly affected by the pandemic, with significant impact on all areas of life. UNICEF continues to respond to the urgent needs caused by COVID-19, to ensure children in Moldova do not miss out on essential services crucial for their survival.

2. Purpose of the assignment

The individual contractor is expected to support the Communication and Programme teams in timely planning, coordination, and implementation of UNICEF communication interventions within. The incumbent will be responsible for designing and implementing visibility and awareness campaigns related to children and adolescents' components of UNICEF Moldova programmes in adherence to the overall Communication and Visibility plan of the programme fully aligned with the visibility needs and interests UNICEF and its partners.

3. Objectives of the consultancy

The contractor will:

- Support in planning, coordinating, implementing and reporting on UNICEF communication interventions .
- Develop a communication/visibility plans.
- Develop and regularly update a matrix (mapping) of communication activities/products implementing by CSOs in the period 2018-2023.
- Coordinate, review, provide quality control, endorse the communication activities/products developed by the Implementing Partners (CSOs) under previously signed partnerships, under the supervision and based on the guidance from the related Programme Officers.

- Develop articles, human interest stories, press releases, based on the results of the implemented programmes with the support from Programme Officers, pitch them to journalists and UNICEF intranet global platform (ICON).
- Identify photo and video opportunities, make the logistical arrangements with photo/video teams, coordinate production of photo/video materials to illustrate UNICEF Moldova programmatic activities and humanitarian actions with the support from Programme Officers.
- Support in the organization of public events (sport and cultural events, launches, delivery of supplies, public consultations, etc). Coordinate the logistical support to ensure proper visibility at events, meetings, launches, supply deliveries (banners, logos, stickers, speaker cards, talking points etc.).
- Timely produce and post relevant digital materials (social media posts, pictures, infographics, designed frames, etc) for UNICEF Moldova Digital platforms (website, Facebook, Twitter, Instagram) and partner’s platforms.
- Ensure timely submission of communication materials (articles, press releases, photos, videos, etc) to dedicated project webpage Submit for clearance all the communication and visibility materials with prior coordination with the involved partners.
- Generate reports from the media monitoring platforms available in the office in order to ensure relevant information for end-year donor reporting (impact, views, engagement, etc.).
- Contribute to the donor reporting.
- Develop Monthly progress reports.
- Perform other related tasks, at the request of the supervisor.

4. Details of how the work should be delivered

The specialist will work under the supervision of the UNICEF Communication Officer, and in close coordination with Programme Officers working on programmatic activities. The assignment envisages a full-time engagement from the incumbent, with the expectation of approx. 20-23 working days per month.

5. Deliverables and delivery dates

ACTIVITY	DELIVERABLES / TIMELINES
Support in planning, coordinating, implementing and reporting on UNICEF communication interventions	On a regular basis throughout the contract period
Develop a communication/visibility plan	1 per project
Develop and regularly update a matrix (mapping) of communication activities/products implementing by CSOs in the period 2018-2023	1 per project

Coordinate, review, provide quality control, endorse the communication activities/products developed by the Implementing Partners (CSOs) under previously signed partnerships, under the supervision and based on the guidance from the related Programme Officers	On a regular basis throughout the contract period
Develop articles, human interest stories, press releases, based on the results of the implemented programmes with the support from Programme Officers, pitch them to journalists and UNICEF intranet global platform (ICON)	At least 1 per month per project
Identify photo and video opportunities, make the logistical arrangements with photo/video teams, coordinate production of photo/video materials to illustrate UNICEF Moldova programmatic activities and humanitarian actions with the support from Programme Officers	At least 1 per month per project
Support in the organization of public events (sport and cultural events , launches, delivery of supplies, public consultations, etc). Coordinate the logistical support to ensure proper visibility at events, meetings, launches, supply deliveries (banners, logos, stickers, speaker cards, talking points etc.)	As requested by the supervisor
Timely produce and post relevant digital materials (social media posts, pictures, infographics, designed frames, etc) for UNICEF Moldova Digital platforms (website, Facebook, Twitter, Instagram) and partner's platforms	At least 4 per month per project
Ensure timely submission of communication materials (articles, press releases, photos, videos, etc) to dedicated project webpage	On a regular basis throughout the contract period
Submit for clearance all the communication and visibility materials with prior coordination with the involved partners	On a regular basis for each communication/visibility product throughout the contract period
Generate reports from the media monitoring platforms available in the office in order to ensure relevant information for end-year donor reporting (impact, views, engagement, etc.)	1 per project by the end of the calendar year
Contribute to the donor reporting	As requested by the supervisor
Develop Monthly progress reports	By the end of the month
Perform other related tasks, at the request of the supervisor	As requested by the supervisor

6. Reporting requirements and supervisory arrangements

The contractor will report to UNICEF Communication Officer, who will regularly communicate with the contractor and provide feedback and guidance on his/her performance and all other necessary support so to achieve objectives of the consultancy, as well as remain aware of any upcoming issues related to contractor's performance and quality of work. All content to be uploaded to the external sites would need approval of the Communication Officer.

The contractor is expected to develop monthly workplans, including subplans for the two EU Projects, and submit monthly reports (Microsoft Word format) in English.

7. Performance indicators for evaluation of results:

The performance of work will be evaluated based on the following indicators:

- Completion of tasks specified in ToR;
- Completion of the monthly workplan activities;
- Compliance with the established deadlines for submission of deliverables;
- Quality of work;
- Flexibility in responding to the needs of the organization;
- Initiative and creativity in delivering the results.

8. Qualifications and experience

- University degree in Communications, Journalism, Public Relations, Management or equivalent professional work experience in the communication area, combined with a university degree in a related field;
- Two years of practical professional work experience in communication, print and broadcast media, or interactive digital media;
- Experience in working with the EU is a strong advantage;
- Fluency in Romanian. Professional knowledge of English and Russian;
- Proven ability to effectively manage relationships with media representatives, organize public events and write clear and concise communication materials;
- Experience in coordination and management of multiple partners;
- Previous work experience with the UN and other development organizations is an advantage;
- Basic knowledge of video editing, design and layout tools (i.e Canva, Adobe Rush etc).

9. Content of technical proposal

- Curriculum Vitae;
- Cover Letter, outlining relevant experience with similar type of assignments (max 300 words).

Annex:

- Short sample or links to related work previously conducted by the contractor;
- Relevant academic credentials (diplomas, certificates).

10. Content of financial proposal

The financial proposal shall specify an all-inclusive daily fee in MDL requested for the tasks described in the present ToR, based on the full-time work schedule envisaged. The payments will be rendered based on the monthly reports on performed duties and implemented activities.

If not provided by ToR, UNICEF will not reimburse costs not directly related to the assignment. This contract does not allow payment of medical insurance, taxes and sick leave.

12. Payment schedule

The payments will be rendered on a monthly basis, as per the agreed fee and consistent to the numbers of days worked, after approval of deliverables reflected in the contract and, subsequently, as approved and reflected in the monthly task schedules, in line with the specifications of the p.5 above.

All deliverables must be timely submitted, in line with the agreed timeliness' of the monthly priority schedules, as specified under point 5 above. Monthly reports must be approved in writing by UNICEF before payment is effectuated. UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, not delivered for failure to meet deadlines.

Deliverable (delivered according to the timeline agreed upon with UNICEF)	Proportion of payment
April 2022	Monthly fee payable at the end of April 2022
May 2022	Monthly fee payable at the end of May 2022
June 2022	Monthly fee payable at the end of June 2022
July 2022	Monthly fee payable at the end of July 2022
August 2022	Monthly fee payable at the end of August 2022
September 2022	Monthly fee payable at the end of September 2022
October 2022	Monthly fee payable at the end of October 2022
November 2022	Monthly fee payable at the end of November 2022
December 2022	Monthly fee payable at the end of December 2022

13. Work arrangement and official travel involved

The contract implies office-based work, in combination with remote/home-based work, depending on the epidemiological situation in the country. UNICEF will ensure a suitable workplace and equipment within its premises in Chisinau. Travel in Cahul and Ungheni may be required.

The contractor will be expected to attend media and other events, as well as the meetings of the communication team and other relevant meetings.

The Individual Contractor will be entitled to Paid Time Off (PTO) credit at the rate of one-half days (1.5 days) for each full month of service, to be credited on the last calendar day of the month.

14. Support provided by UNICEF

The specialist will receive policy papers, rules, regulations and other information materials necessary for performing the required tasks.

15. Ethical considerations

The Contractor will ensure that the process is in line with the United Nations Evaluation Group (UNEG) Ethical Guidelines⁷. The Contractor should be sensitive to beliefs, manners and customs and act with integrity and honesty while interacting with stakeholders and beneficiaries. Furthermore, the Contractor should protect the anonymity and confidentiality of individual information. All participants should be informed about the context and purpose of the Assessment, as well as about the confidentiality of the information shared. The Contractor is allowed to use documents and information provided only for the tasks related to these terms of reference.

As per the DHR PROCEDURE ON CONTRACTORS AND INDIVIDUAL CONTRACTORS, together with the Notification letter, the contractor will be sent the link on Agora containing UNICEF policies on Prohibiting and Combatting Fraud and Corruption; Prohibition of discrimination, harassment, sexual harassment and abuse of authority and other relevant policies for their information and acknowledgment. The selected candidate must complete the applicable mandatory online courses on UNICEF's learning platform prior to signature of contract. All certificates should be presented as part of the contract.

16. Child Safeguarding

Is this project/assignment considered as "[Elevated Risk Role](#)" from a child safeguarding perspective?

YES NO If YES, check all that apply:

Direct contact role YES NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

--

Child data role YES NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

--

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

17. Copyrights & utilization rights:

The copyright and the right of utilization of all information materials will belong to UNICEF Moldova. All outputs remain exclusive property of UNICEF and must not be retained, shared or disclosed in any manner with third parties, except when authorized by UNICEF.