

UNICEF Moldova Terms of Reference

National Individual Contractor in media relations: Support to the National Taskforce in implementing the COVID-19 vaccine communication strategy

Location: Chisinau, combined office based and remote work (seconded to Ministry of Health, Labour and Social Protection)

Duration and timeline: April 2021 – December 2021 (9 months, with the possibility of extension)

1. Background

On 3 January 2021, the Extraordinary National Commission for Emergency Situations approved the National Immunization Plan against COVID-19, in order to reduce the morbidity and the mortality from coronavirus infection. The document sets out the key components of the national immunization strategy against COVID-19 and describes the process of vaccines' roll out according to international and national standards. The strategy was developed with the support and recommendations from WHO and UNICEF. The [communication strategy](#) for increasing the acceptance and demand for vaccines is an important part of the National Immunization Plan against COVID-19 and was approved on 2 February 2021.

To support its implementation, national taskforce is seeking national contractor in media relations for support in implementing the Covid-19 vaccine communication strategy.

2. Purpose of the assignment

The communication professional is expected to support the national taskforce in implementing the Covid-19 vaccine communication strategy.

3. Objectives of the consultancy

The contractor will:

- Seek opportunities to enhance Covid-19 vaccines visibility in the media: organize media interviews, produce media pitches to create interest in a story, liaison with media, answer media inquiries, ensure media presence at events;
- Provide technical and logistical support, ensure visibility of the members of the Covid-19 vaccines communication taskforce (UNICEF, WHO, MHLSP),
- Draft invitations to the media, press-releases, FAQs, media briefs and other media materials, and follow-up on their delivery and receipt;
- Identify photo and video opportunities and make the logistical arrangements for the UNICEF photo video team to produce multimedia materials;
- Compile data and produce daily reports on Covid-19 cases for the social media channels;
- Compile data and produce daily reports on Covid-19 vaccines take up for the social media;

- Elaborate daily social media plans: identify daily topics, develop 4-5 messages every day, select relevant photos and follow-up on engaging the audience;
- Ensure the implementation of other duties and responsibilities as may be required by the UNICEF Communication Officer, in consultation with the members of the national taskforce.

4. Details of how the work should be delivered

The specialist will work closely with UNICEF Communication team, WHO and the MHLSP whose task will be to provide guidance and feedback in the implementation of the communication and advocacy strategy.

The assignment envisages a full-time engagement from the incumbent. The contractor is expected to work 20-23 full working days per month.

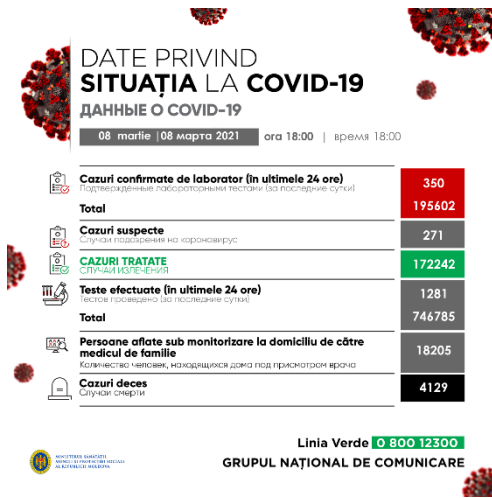
5. Deliverables and delivery dates

<p>Coordination</p> <ul style="list-style-type: none"> • Coordinate communication activities within the National Communication campaign on immunization against COVID-19. • Provide logistical support to ensure proper visibility at the events, meetings, spots, etc. (banners, logos, stickers etc) 	<p>ongoing</p>
<p>Media and Content</p> <ul style="list-style-type: none"> • Arrange interviews with media channels (TV, Radio, Social Media) • Develop pitches, articles, stories within the framework of the campaign 	<p>At least 10 per month</p>
<ul style="list-style-type: none"> • Develop Media kits, including: invitations to the media, press-releases, FAQs, media briefs and other media materials 	<p>At least one media kit per week, four per month</p>
<ul style="list-style-type: none"> • Identify photo and video opportunities and make the logistical arrangements for the UNICEF photo video team to produce multimedia materials; 	<p>At least 5 (one per week) photo video opportunity identified, and arrangements made</p>

Social Media

- Provide content to the social media accounts of MHLSP and UNICEF within the National Communication campaign on immunization against COVID-19, including but not limited to:

- daily reports on Covid-19 cases for the social media



30-31 per month, depending on the number of days in each month

- daily reports on Covid-19 vaccines take up for the social media;



30-31 per month, depending on the number of days in each month and the needs of the taskforce

<ul style="list-style-type: none"> • 4-5 social media post every day, with relevant photos and follow-up on engaging the audience; 	Up to 100 posts per month
<p>Reporting</p> <ul style="list-style-type: none"> • Develop Monthly progress reports • Support in regular donor reporting 	By the end of each month

** Exact deadlines will be mutually agreed upon contract signature.*

6. Reporting requirements

The contractor will report to UNICEF Communication Officer, as well as the MLHSP communication specialist, 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. The contractor is expected to submit monthly reports electronically (in Word format) and 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;
- 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, 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;
- Exposure to health-related subjects and immunization in particular;
- Professional knowledge of Romanian and Russian. Knowledge of English will be considered a strong asset;
- Proven ability to effectively manage relationships with media representatives, organize public events and write clear and concise communication materials;
- Basic knowledge of video editing, design and layout tools.

9. Content of technical proposal

- Curriculum Vitae;
- Description of 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.

The final selection will be based on the principle of “best value for money” i.e. achieving desired outcome at lowest possible fee.

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.

11. 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.

Deliverable (delivered according to the timeline agreed upon with UNICEF)	Proportion of payment
April 2021	Monthly fee payable at the end of April 2021, based on satisfactory submission of monthly progress report
May 2021	Monthly fee payable at the end of May 2021
June 2021	Monthly fee payable at the end of June 2021
July 2021	Monthly fee payable at the end of July 2021
August 2021	Monthly fee payable at the end of August 2021
September 2021	Monthly fee payable at the end of September 2021
October 2021	Monthly fee payable at the end of October 2021
November 2021	Monthly fee payable at the end of November 2021
December 2021	Monthly fee payable at the end of December 2021

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.

12. Definition of supervisory arrangements

The incumbent will work under the direct supervision of the UNICEF Communication Officer and the MHLSP communication specialist and will be evaluated by the UNICEF Communication officer, in close consultations with WHO and MHLSP.

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. Under this assignment, the contractor will be expected to work full time in the MHLSP premises, with a schedule aligned to ministry's regular working hours.

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.

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

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. 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.