

## **UNICEF Moldova Terms of Reference**

### **National Individual Contractor in Media Relations**

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

**Duration and timeline:** August 2021 – May 2021 (9 months, with the possibility of extension)

#### **1. Background**

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. This pandemic still has a long way to run: Intense transmission is ongoing and is putting enormous pressure on hospitals, intensive care units and health workers. To ensure quality essential services for children are provided even amidst the pandemic situation, UNICEF Moldova supports procurement of WASH and hygiene supplies for children and mothers. To prevent the further spread of COVID-19 infection, ensure a safe and healthy environment and observance of safe hygiene practices UNICEF supports Risk Communication and Community Engagement efforts, including various capacity building activities for different target audiences.

UNICEF is working with experts to promote facts over fear, bringing reliable guidance to parents, caregivers and educators, and partnering with front-line responders to ensure they have the information and resources they need to keep children healthy and learning.

In this context, digital communication and social media have become powerful tools to reach multiple audiences and engage stakeholders in the continent and beyond, including youth, so as to inform but also convey the urgency of putting children (and their issues) as a priority. In an era of greater transparency and authenticity, social media and online communication are rapidly delivering a new standard of interaction between people. With the impact of COVID19, curfews and lockdown, digital platforms have become even more vital in terms of sharing verified information, advocating for child rights, and changing behaviours.

#### **2. Purpose of the assignment**

The individual contractor is expected to support the Communication team in implementing the COVID-19 Risk Communication and Community Engagement efforts as well as support in ensuring high visibility of UNICEF Moldova related programmatic interventions.

### 3. Objectives of the consultancy

**The contractor will:**

- Ensure timely administration of UNICEF Moldova Digital platforms (Facebook, Twitter, Instagram, YouTube). Develop creative content to illustrate UNICEF Moldova COVID-19 response support. Develop creative media products (simple posters, animated social media cards, photo collages etc), incl in Canva and AI.
- Ensure content development and timely administration of [UNICEF Moldova website](#) in three languages (Ro, Ru, Eng) – develop articles, stories, photo galleries, perform translations and ensure the website properly translated into three languages, upload all the multimedia content to the website, etc.
- Coordinate production of photo/video materials to illustrate UNICEF Moldova COVID-19 related programmatic activities and humanitarian support. Coordinate other communication activities with respective programme officers responsible for COVID-19 interventions
- Identify photo and video opportunities and make the logistical arrangements for the UNICEF photo video team to produce multimedia materials.
- Support in the organization of public events (launches, delivery of supplies, COVAX deliveries, public consultations, etc). Provide logistical support to ensure proper visibility at the events, meetings, launches, supply deliveries etc. (banners, logos, stickers, speaker cards, talking points etc.)
- Develop Media kits, including: talking points, media advisories, press-releases, briefs and other materials.
- Create and maintain a list of media contacts.
- Develop Monthly progress reports.
- Support in regular donor reporting.
- Perform other related tasks, at the request of the supervisor.

### 4. Details of how the work should be delivered

The specialist will work closely with UNICEF Communication team, that will provide guidance and feedback in the implementation of the communication and advocacy strategy. All content to be uploaded to the external sites would need approval of the Communication Officer

The assignment envisages a full-time engagement from the incumbent, with the expectation of approx. 20-23 full working days per month.

### 5. Deliverables and delivery dates

ACTIVITY	DELIVERABLES / TIMELINES
Digital Media (Social Media and Website)	

<ul style="list-style-type: none"> <li>• Ensure timely administration of UNICEF Moldova Digital platforms (Facebook, Twitter, Instagram, YouTube). Develop creative content to illustrate UNICEF Moldova COVID-19 response support. Develop creative media products (simple posters, animated social media cards, photo collages etc), incl in Canva and AI.</li> <li>• Ensure content development and timely administration of <a href="#">UNICEF Moldova website</a> in three languages (Ro, Ru, Eng) – develop articles, stories, photo galleries, perform translations and ensure the website properly translated into three languages, upload all the multimedia content to the website, etc.</li> </ul>	<p>One per day, including weekend</p> <p>At least 10 per month</p>
<p><b>Media and Content</b></p> <ul style="list-style-type: none"> <li>• Develop Media kits, including: talking points, media advisories, press-releases, briefs and other materials.</li> <li>• Create and update a list of media contacts.</li> </ul>	<p>At least one media kit per month</p> <p>One up to date media contacts list</p>
<p><b>Coordination</b></p> <ul style="list-style-type: none"> <li>• Coordinate production of photo/video materials to illustrate UNICEF Moldova COVID-19 related programmatic activities and humanitarian support. Coordinate other communication activities with respective programme officers responsible for COVID-19 interventions .</li> <li>• Identify photo and video opportunities and make the logistical arrangements for the UNICEF photo video team to produce multimedia materials.</li> <li>• Support in the organization of public events (launches, delivery of supplies, COVAX deliveries, public consultations, etc). Provide logistical support to ensure proper visibility at the events, meetings, launches, supply deliveries etc. (banners, logos, stickers, speaker cards, talking points etc).</li> </ul>	<p>Throughout the assignment</p>
<p><b>Events</b></p> <ul style="list-style-type: none"> <li>• Support in the organization of public events (launches, delivery of supplies, COVAX deliveries, public consultations, etc).</li> </ul>	

<ul style="list-style-type: none"> <li>• Provide logistical support to ensure proper visibility at the events, meetings, launches, supply deliveries etc. (banners, logos, stickers, speaker cards, talking points etc)</li> </ul>	
<b>Reporting</b> <ul style="list-style-type: none"> <li>• Develop Monthly progress reports</li> <li>• Support in regular donor reporting</li> </ul>	By the end of each month

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

## **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.

The contractor is expected to develop monthly workplans 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, 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 communication on health, immunization or related areas is an advantage.
- Professional knowledge of Romanian and Russian, as well as working knowledge of English are required.

- Proven ability to effectively manage relationships with media representatives, organize public events and write clear and concise communication materials;
- 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.

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.

## **Evaluation criteria for selection**

The specialist is expected to reflect in the application the qualifications/ knowledge/ experience related to the qualifications and tasks above. Evaluation will be performed through a desk review of applications. Potentially suitable candidates may be invited for an interview.

The total amount of points to be allocated for the price component is 30. The maximum number of points (30) will be allotted to the lowest price proposal of a technically qualified offer. Points for other offers will be calculated as  $\text{Points (x)} = (\text{lowest offer/ offer x}) * 30$ .

The selection process is aimed at selecting the applicant who obtains the highest cumulative score (technical evaluation + financial offer evaluation points) following “best value for money” principle.

## **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
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
January 2022	Monthly fee payable at the end of January 2021
March 2022	Monthly fee payable at the end of March 2021
April 2022	Monthly fee payable at the end of April 2021
May 2022	Monthly fee payable at the end of May 2021

### **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.

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 team 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 Guidelines<sup>7</sup>. 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.