

TERMS OF REFERENCE FOR INDIVIDUAL NATIONAL CONSULTANT

TERMS OF REFERENCE National Consultant to provide communication assistance for Sexual and Reproductive Health Programme.	
Hiring Office:	UNFPA Moldova Country Office
Purpose of consultancy:	<p>The UNFPA Moldova Country Office is looking to contract a National Consultant to provide communication assistance for Sexual and Reproductive Health Programme. The Programme is implemented as part of UNFPA Moldova Country Programme 2023-2027 within the humanitarian-development-peace nexus approach.</p> <p>UNFPA is the lead UN Agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA's strategic plan (2022-2025), reaffirms the relevance of the current strategic direction of UNFPA and focuses on three transformative results: to end preventable maternal deaths; end unmet need for family planning; and end gender-based violence and harmful practices. These results capture strategic commitments on accelerating progress towards realizing the ICPD and SDGs in the Decade of Action leading up to 2030.</p> <p>Since 1995 UNFPA has been active in the Republic of Moldova, being the lead UN Agency in supporting the national Government's efforts in developing and implementing policies and programs on sexual and reproductive health and rights, including cervical cancer prevention, family planning, STIs and HIV prevention, sexual violence prevention and response to the needs of survivors of violence, safe motherhood, including in crises/emergencies context. Currently UNFPA Moldova is actively involved in the humanitarian refugee response to the Ukrainian crises, supporting the women and girls' refugees to access quality sexual and reproductive health services, as needed.</p> <p>All programmatic Sexual and Reproductive Health related interventions have specific communication activities that require relevant expertise to ensure that the messages are well communicated and presented to the public in a user-friendly way. Therefore, UNFPA is seeking an Individual National Consultant to be contracted for providing communication assistance on Sexual and Reproductive Health programme within the humanitarian-development-peace nexus approach.</p> <p>The Individual National Consultant will support the UNFPA Moldova Humanitarian Programme Analyst on Sexual Reproductive Health and the Communications Analyst in various communication activities of the Sexual and Reproductive Health programme, including developing press releases, writing articles, creating social media content and outreach messages tailored to the target audience, and providing branded materials for visibility. The consultant will also document the information and communication campaigns in Sexual and Reproductive Health area - through photo and video, secure media coverage by arranging TV and media appearances, produce human-interest stories, manage events, and ensure the visibility of donors and partners — all to strengthen UNFPA's mandate and raise awareness on Sexual and Reproductive Health topics. UNFPA is looking for candidates who inspire, transform, and deliver high-impact, sustainable results.</p>
Scope of work: <i>(Description of services, activities, or outputs)</i>	<p>Under the overall guidance and direct supervision of the UNFPA Moldova Humanitarian Programme Analyst on SRH - the National Consultant will provide communication consultancy in the implementation of Sexual and Reproductive Health - related communication interventions, media projects, advocacy activities with government institutions, ensuring donor visibility, as well as digital assets management, including:</p> <ol style="list-style-type: none"> Content Development: Develop and edit communication materials, including the press release for the Sexual and Reproductive Health campaigns, prepare articles, human stories, social media content, and other information materials and outreach messages tailored to the target audience; support preparation of

	<p>background communication and promotional materials for briefings and visits of journalists, donors, and other groups in the context of field trips that are foreseen to be conducted at the national and subnational level, as needed.</p> <ol style="list-style-type: none"> 2. Event Management and Coordination: participate within coordination meetings of UNFPA Moldova Communication Team; maintain close collaboration with UNFPA Moldova Programme Team for identifying key results and strategic information and communicate it to external audience, in the best suited format; support coordination and implementation of awareness raising campaigns on sexual and reproductive health; support organize special events, such as equipment donation and other similar events, collaborate with the partners, donors and experts to align communication efforts with all requirements and standards. 3. Storytelling: oversee and coordinate the documentation of Sexual and Reproductive Health programme through impact stories, high-quality photos and videos. Write human-interest stories and work with a photographer/videographer to produce engaging visual content for social media and media outlets. 4. Media Engagement: establish close collaboration with traditional media, arrange and coordinate TV and media appearances to highlight specific activities and messages of the sexual and reproductive health programme, maintain relationships with journalists and media representatives to maximize the visibility. 5. Monitoring and Reporting: track the reach and impact of activities related to sexual and reproductive health programme, prepare a final report summarizing the outcomes of communication efforts, including media coverage and social media engagement metrics. 6. Other related communication duties, as required by the UNFPA Moldova Humanitarian Programme Analyst on SRH. 						
<p>Duration and working schedule:</p>	<p>The work is expected to commence on 13th January 2025 and end on 30th June 2025.</p> <p>The volume of consultancy has been estimated at 14 full working days per month.</p> <p><i>Note: The mentioned number of working days has been estimated as being sufficient/feasible for the envisaged volume of work to be completed successfully and cannot be used as criteria for completion of work/assignment. The provision of envisaged deliverables approved by UNFPA would be the only criteria for the Contractor's work being considered completed and eligible for payment/s.</i></p>						
<p>Place where services are to be delivered:</p>	<p>The work will be performed by the Individual National Consultant at the UNFPA Moldova Country Office in Chisinau, and also during the field trips that are foreseen to be conducted at the national and subnational level, as needed.</p>						
<p>Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):</p>	<p>The Individual National Consultant is expected to complete and submit the following deliverables on the specified dates:</p> <table border="1" data-bbox="435 1671 1430 1966"> <thead> <tr> <th data-bbox="435 1671 1139 1727">Deliverables</th> <th data-bbox="1139 1671 1430 1727">Deadline</th> </tr> </thead> <tbody> <tr> <td data-bbox="435 1727 1139 1834">1st deliverable - Brief Narrative Activity Report on the performed activities in January 2025 within the current assignment.</td> <td data-bbox="1139 1727 1430 1834">By 31st January 2025</td> </tr> <tr> <td data-bbox="435 1834 1139 1966">2nd deliverable - Brief Monthly Narrative Activity Report on the performed activities in February 2025 within the current assignment.</td> <td data-bbox="1139 1834 1430 1966">By 28th February 2025</td> </tr> </tbody> </table>	Deliverables	Deadline	1 st deliverable - Brief Narrative Activity Report on the performed activities in January 2025 within the current assignment.	By 31 st January 2025	2 nd deliverable - Brief Monthly Narrative Activity Report on the performed activities in February 2025 within the current assignment.	By 28 th February 2025
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	<p>3rd deliverable - Brief Monthly Narrative Activity Report on the performed activities in March 2025 within the current assignment.</p> <p>4th deliverable - Brief Monthly Narrative Activity Report on the performed activities in April 2025 within the current assignment.</p> <p>5th deliverable - Brief Monthly Narrative Activity Report on the performed activities in May 2025 within the current assignment.</p> <p>6th deliverable - Brief Monthly Narrative Activity Report on the performed activities in June 2025.</p> <p>Note: Each Brief Monthly Narrative Activity Report shall be developed in English and include the links from the visuals, media products, SM posts etc, developed as per the ToR provisions in the month of reference. The monthly report shall be approx 3 pages.</p>	<p>By 31st March 2025</p> <p>By 30th April 2025</p> <p>By 31st May 2025</p> <p>By 30th June 2025</p>
<p>Monitoring and progress control, including reporting requirements, periodicity format and deadline:</p>	<p>The monitoring will be ensured through regular information on progress within joint meetings at the UNFPA Moldova Country Office in Chisinau and also via: e-mail, phone calls, on-line calls, as needed.</p> <p>On the stipulated dates above, the Individual National Consultant will submit electronically to the UNFPA Humanitarian Programme Analyst on Sexual Reproductive Health - brief monthly narrative activity reports on the results achieved in the reported period.</p>	
<p>Supervisory arrangements:</p>	<p>The Individual National Consultant will work under the overall guidance and direct supervision of the UNFPA Humanitarian Programme Analyst on SRH.</p> <p>The National Individual Consultant will be working in collaboration with Communication Analyst and other members of the UNFPA Moldova Communication Team and with, as well as with UNFPA Moldova Country Office Operation staff, as needed.</p>	
<p>Expected travel:</p>	<p>Individual National Consultant is expected to conduct field visits at the national and subnational level to the UNFPA related programme sites (healthcare facilities, NGOs, events location), to identify stories for content development, to make video reels, photos, collect quotes etc, as needed. UNFPA Moldova Country Office will make arrangements and cover the cost of the transportation-related services.</p>	
<p>Required expertise, qualifications and competencies, including language requirements:</p>	<p>The UNFPA Moldova Country Office is looking for an Individual National Consultant who has the following educational background, qualifications and expertise:</p> <p>Education:</p> <ul style="list-style-type: none"> - Bachelor’s degree in Communications, Public Relations, Journalism, Social Sciences, or another related field. <p>Experience:</p> <ul style="list-style-type: none"> - At least 2 years of professional experience in communication, public relations, media engagement, or a related field. - Proven experience in developing and implementing communication strategies and campaigns, preferably in social and health areas. - Experience in writing and editing high-quality content for various platforms, including press releases, articles, and social media. 	

	<ul style="list-style-type: none"> - Knowledge of events management, organization of media briefings, and coordination of media outreach. <p>Skills and Competencies:</p> <ul style="list-style-type: none"> - Fluency in English and Romanian is required. - Working knowledge of one or more additional languages relevant for Moldova, including Russian, Bulgarian, Gagauzian, Romani, Ukrainian or sign language would be an asset. - Excellent written and verbal communication skills, with a strong ability to tailor messages for diverse audiences. - Proficiency in managing social media platforms and creating engaging content.
<p>Inputs / services to be provided by UNFPA or IP</p>	<p>Office space at the UNFPA Moldova Country Office in Chisinau will be provided, as needed.</p> <p>The travel expenses in the context of the field trips at the national and subnational level will be covered by the UNFPA Moldova Country Office, in accordance with UNFPA Travel Policy.</p>
<p>Other relevant information or special conditions, if any:</p>	<p>Selection process: a suitable candidate shall be selected through an open call in line with UNFPA Policy and Procedures for Contracting Individual Consultants.</p> <p>Basis of payment: Payment will be conducted in 6 instalments, on a monthly basis, based on the number of working days in each month of reference and subject to timely submission and approval of timesheet with de facto number of days worked in the month of reference, as well as of Brief Monthly Narrative Activity Report, stipulated in the current Terms of Reference, in the agreed format and due quality, and certification by the UNFPA Humanitarian Programme Analyst on SRH of the successful performance of the Individual National Consultant - as follows:</p> <ul style="list-style-type: none"> - 1st instalment – after submission and approval of the Timesheet with de facto number of days worked in January 2025 and of the 1st deliverable - Brief Narrative Activity Report for January 2025 period - 2nd instalment – after submission and approval of the Timesheet with de facto number of days worked in February 2025 and of the 2nd deliverable (Brief Monthly Narrative Activity Report for February 2025) - 3rd instalment – after submission and approval of the Timesheet with de facto number of days worked in March 2025 and of the 3rd deliverable (Brief Monthly Narrative Activity Report for March 2025) - 4th instalment – after submission and approval of the Timesheet with de facto number of days worked in April 2025 and of the 4th deliverable (Brief Monthly Narrative Activity Report for April 2025) - 5th instalment – after submission and approval of the Timesheet with de facto number of days worked in May 2025 and of the 5th deliverable (Brief Monthly Narrative Activity Report for May 2025) - 6th instalment – after submission and approval of the Timesheet with de facto number of days worked in June 2025 and of the 6th deliverable (Brief Monthly Narrative Activity Report for June 2025) <p>The fee per day shall be established based on the requirements included in this Terms of Reference and expertise of the Individual National Consultant, in alignment with UNFPA Policy and Procedures for Contracting Individual Consultants.</p> <p>Requirements for concluding the Contract with Individual Consultants:</p> <p>Before signing the Contract with UNFPA, each Individual Consultant is required to pass the following mandatory courses and submit the completion Certificates to UNFPA:</p> <ul style="list-style-type: none"> • Prevention of Sexual Exploitation and Abuse

<https://extranet.unfpa.org/Apps/PSEA2017/>

- Fraud and Corruption Awareness and Prevention
https://extranet.unfpa.org/Apps/Antifraud/English/story_html5.html
- B-SAFE
<https://training.dss.un.org/user/login?ReturnUrl=%2flearn%2fenroll%2f19948>

Requesting Officer in Hiring Office:

DocuSigned by:

Cornelia Vintea-Creciu

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Cornelia Vintea-Creciu

UNFPA Moldova Humanitarian Programme Analyst on SRH

Date: 05-Dec-2024

Approved by:

DocuSigned by:

Natalia Plugaru

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Natalia Plugaru,

UNFPA Moldova Assistant Representative

Date: 05-Dec-2024

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