

TERMS OF REFERENCE

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Hiring Office:	UNFPA Moldova Country Office												
Background:	<p>Moldova’s population is undergoing demographic changes, characterized by low life expectancy, an ageing population and high emigration of the working-age population, especially young people. While the shrinking population has economic and social implications, if appropriate policies are implemented, the current and future population structure can be an advantage. The demographic dividend for the population of the Republic of Moldova could last until 2035. If investments in young people are prioritized, especially in their education, decent jobs, health, including sexual and reproductive health, the Republic of Moldova will have a window of opportunity to harness this demographic dividend. At the same time, it is important to have evidence about the intentions of families/people to have or not to have children and undertake appropriate measures to respond to their needs. The analysis of all these issues will contribute to better understand the implications of demographic transition in the Republic of Moldova and what are the critical aspects that need to be addressed at the micro and macro level.</p> <p>The consultant is expected to coordinate the communication activities under the following UNFPA Moldova projects:</p> <ol style="list-style-type: none"> a. Generations and Gender Programme – through which the Generations and Gender survey will be conducted and a set of policies in addressing demographic changes will be developed. b. Expanding Choices: Gender-Responsive Family Policies for the Private Sector in the Western Balkans and Moldova – through which private sector companies and Government will be engaged in promoting international practices that encourage work-life balance in alignment with OECD and EU practices. <p>These two projects 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.</p>												
Context and Purpose of consultancy:	This consultancy aims to support the communication work for GGS data dissemination & promoting gender-responsive family policies. The national consultant is expected to work with project officers and photographer in the area of demographic issues and provide <u>daily communication support</u> .												
Scope of work: (Description of services, activities, or outputs)	<p>In the framework of this consultancy, UNFPA expects that the candidate will have strong analytical skills and understanding of demographic trends in the Republic of Moldova and previous experience in communication, journalism or PR.</p> <p>The consultant will work under the overall supervision of Project Officers on GGP Project and ADA project that are part of PD portfolio, and in collaboration with UNFPA Programme Analyst on PD and Communication Analyst.</p> <p>As a minim, the consultant is expected that will provide the following deliverables:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Deliverables for the Generations and Gender Programme Project</th> <th style="text-align: center;">No. of working days</th> <th style="text-align: center;">Timeline</th> </tr> </thead> <tbody> <tr> <td>Supervize the communication company and provide inputs for the development of 10 info graphics on GGS results, 10 short video graphics, 1 video graphic explaining how to use GGS data platform, 1 video graphic to present the demographic forecast presented in the Action Plan on Demography, design of the final GGS report.</td> <td style="text-align: center;">5</td> <td style="text-align: center;">July-15 September 2021</td> </tr> <tr> <td>Develop the content for 5 human stories related to GGS results</td> <td style="text-align: center;">5</td> <td style="text-align: center;">July- 15 September 2021</td> </tr> <tr> <td>Conduct social media campaing on FB, Tweeter and Instagram before, during and after the GGS launching</td> <td style="text-align: center;">15</td> <td style="text-align: center;">July - December</td> </tr> </tbody> </table>	Deliverables for the Generations and Gender Programme Project	No. of working days	Timeline	Supervize the communication company and provide inputs for the development of 10 info graphics on GGS results, 10 short video graphics, 1 video graphic explaining how to use GGS data platform, 1 video graphic to present the demographic forecast presented in the Action Plan on Demography, design of the final GGS report.	5	July-15 September 2021	Develop the content for 5 human stories related to GGS results	5	July- 15 September 2021	Conduct social media campaing on FB, Tweeter and Instagram before, during and after the GGS launching	15	July - December
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Develop the content for 5 human stories related to GGS results	5	July- 15 September 2021											
Conduct social media campaing on FB, Tweeter and Instagram before, during and after the GGS launching	15	July - December											

	event (planned for October 2021). This will include at least one post per week, content development, boosting of relevant posts, social media report (FB, Tweeter, Instagram).		2021
	Provide support to Project Officer in all communication activities, including development of press release, development of key messages to promote GGP project, facilitate the participation in several TV and radio shows to increase the visibility of the project results.	10	July - 30 December
	Provide guidance in the organization of the GGS Launching event that will be conducted by the Communication Company. Develop the press release invitations, posts, media report etc.	5	September- October
	Deliverables for gender-responsive family policies Project	No. of working days	Timeline
	Provide overall support to Project Officer in all communication activities, including development of press release, development of key messages to promote ADA Project, facilitate the participation in several TV and radio shows to increase the visibility of the project results, communication on FB/Social Media/Media, development of press releases.	5	July- 30 December
	Participate in the communication meetings and provide inputs in the development of communication products organized by Regional partners of the project.	5	July- 30 December
	Produce content for 5 human stories on family friendly practices applied in Moldovan private companies.	5	By 30 September
	Conduct and coordinate the social media campaign on FB/Tweeter by promoting the best practices of gender-responsive family policies implemented in 5 private companies, using different approaches. This will include at least one post per week, content development, boosting of relevant posts, social media report (FB, Tweeter, Instagram).	10	July - 30 December
	Provide support in the organization of two launching events/conferences (Conference on Family friendly policies and Private Sector & Launching of the Analysis of the EU Directive on Work-Life Balance). Work with the selected company in logistical preparation of the events. Develop media invitations, posts, press release, media report etc. related to these events.	10	October- November
	Coordinate the production of 1 video on family friendly policies.	3	By 30 November
	Short activity reports	2	At the end of each moth
	Final report	1	By 30 December
	National Consultant may be required to perform any other tasks related to communication and promotion of the above mentioned projects.		
Duration and working schedule:	1 July – 31 December 2021, up to 81 full working days. The activities under the present assignment will commence on 1 July and conclude by the end of		

	<p>December 2021. The volume of consultancy has been estimated at up to 81 full working days.</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>
Place where services are to be delivered:	The work will be performed part-time from Ministry of Health, Labour and Social Protection Office, if not otherwise agreed with the Supervisor/s.
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	All the deliverables should be consulted with UNFPA. The consultant will be assisted by the UNFPA project staff.
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The format of the reporting will be agreed with UNFPA.
Supervisory arrangements:	The consultant will work under the overall supervision of respective Project Officers from GGP and ADA Projects in collaboration with UNFPA Programme Analyst on PD and Communications Analyst.
Expected travel:	No international travels expected. Travel on the territory of the Republic of Moldova is envisaged.
Required expertise, qualifications and competencies, including language requirements:	<p>The UNFPA Moldova Country Office is looking for a National Consultant who has the following competencies and qualifications:</p> <ul style="list-style-type: none"> • University degree in communication, journalism, social policies or any other relevant area; • At least 5 years of previous experience coordinating project communication, especially in the social field, involving Government, NGOs or development partners. • Good knowledge or experience on working with info-graphics, video-graphics, human stories etc. • Previous experience in working UN Agencies, Public Institutions and Private Sector will be a distinct advance. <p><u>Computer skills:</u></p> <ul style="list-style-type: none"> • Excellent computer skills (especially MS Office applications) and the ability to use information technology and new digital media as a tool and resource. • Good knowledge of English and Russian required.
Inputs/services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:	UNFPA will provide the Individual consultant with the necessary information and materials for the fulfillment of tasks.
Other relevant information or special conditions, if any:	<p>Basis of payment:</p> <p>Payment will be done on monthly basis, upon positive evaluation and approval by Project Officers on GGP & ADA Projects the monthly activity reports. The ownership of the outputs under this consultancy will remain with UNFPA Moldova Country Office.</p>

Premises for signing the Contract with IC:

Before signing the Contract with UNFPA, the Individual Consultant is required to pass the following mandatory courses and submit the graduation Certificates to UNFPA:

- Protection from Sexual Exploitation and Sexual Abuse
<https://extranet.unfpa.org/Apps/PSEA2017/>
- Fraud and Corruption Awareness and Prevention
https://extranet.unfpa.org/Apps/Antifraud/English/story_html5.html
- Security course BSAFE
- <https://training.dss.un.org/course/detail/19948>