



Joint Integrated Local Development Programme

Terms of Reference

Job title:	Communication Consultant to assist Joint Integrated Local Development Programme in organizing the International Conference on Decentralization
Duty Station:	Chisinau
Section/Unit:	Joint Integrated Local Development Programme
Duration of Employment:	October – December 2015
Expected Workload:	40 days of consultancy
Contract type:	Individual Contract

I. BACKGROUND

The Government of Moldova explicitly acknowledges that decentralization represents an essential item on the reform agenda of the country. The goal is to provide quality services to women and men equitably - including the rights of persons from vulnerable groups - through building autonomous and democratic local governments, able to manage efficiently their responsibilities.

The National Decentralization Strategy approved by the Parliament in 2012, is the main policy document that gives the framework for local government reform and provides direction to the Government of Moldova, with clear goals, objectives and an action plan, where most important measures are to be taken and implemented in the period of 2012-2015 in the following areas: 1) allocation of responsibilities; 2) fiscal decentralization; 3) decentralization of property; 4) local economic development, urban and regional planning; 5) administrative capacity (territorial-administrative organization); 6) institutional capacity; 7) democracy, participation and ethics. Clarification of competences, fiscal decentralization and territorial-administrative consolidation are the determining factors in the reform process.

As the National Decentralization Strategy is in its last year of implementation, the State Chancellery (the body responsible for leading and coordinating the Decentralization Reform) has requested UNDP's support in critically assessing its degree of implementation and providing policy recommendations for further promoting and implementing the decentralization reform.

Prior to Strategy's approval, the Government has benefited from the support provided by the Joint Integrated Local Development Programme/JILDLP implemented by UNDP and UN Women and funded by the Government of Sweden and UNDP. The new Programme phase (2013-2015) to support the implementation of the Decentralization Strategy at policy and local levels provided by the JILDLP and funded by the Government of Denmark and UNDP. The Development Objective of the Programme is to support better and equitable service provision and sustainable local development, facilitated by the improved legal and institutional framework resulting from the implementation of the National Decentralization Strategy. The Immediate Objectives of the Programme are: (1) To support the Government in improving the policy and legal framework as

mandated by the National Decentralization Strategy to ensure local autonomy, availability of resources, and more effective local management for better and equitable service provision, and (2) To improve the capacity of LPAs to deliver efficient, equitable and accessible local public services, to facilitate sustainable development and foster social inclusion..

II. OVERALL GOAL OF THE ASSIGNMENT

JILD/UNDP seeks Communication Consultant (hereinafter Consultant) to assist the Joint Integrated Local Development Programme in organizing a 2-day International Conference “Decentralization in Moldova at a crossroads” in Chisinau, during the first week of November 2015 (tentative).

To accomplish the assignment, the communication consultant will assist the JILD Communication Officer and the entire team, as well as conference partners with the following tasks:

- ensure and confirm participation of media;
- maintain the Conference webpage;
- ensure successful preparation and organization of an exhibition of best practices during the conference;
- provide support in drafting visibility and informational materials.

III. TASKS AND ESTIMATED WORKLOAD

The assignment will require the completion of the following tasks:

Tasks and Activities	Estimated workload
a) Maintain an integrated list of media participants;	3
b) Maintain the Conference webpage www.conference.calm.md with updates and all relevant information	10
c) Support the organization of a two-day exhibition of best practices during the conference; coordinate with all participants etc.	10
d) Support with drafting of all informational materials planned to be distributed before, during and after the event, such as: press releases, media invitations, media fact-sheets etc.	3
e) Support the development of a publication with contribution from the participants after the finalization of the conference	10
f) Provide support to media attending the event, identify persons for interviews etc. and ensure follow-up	4
Total up to	40 working days

IV. DELIVERABLES AND TIMEFRAME:

The assignment should be carried out within a period of 2.5 months, not exceeding 40 working days

Deliverable/milestone	Indicative timeframe
Communication Work Plan of the entire conference	10-15 October
Contribution to the development of communication materials & tools (including but not limited to press releases, leaflets, scripts for press conferences, briefings);	15-30 October
Integrated list of participating media provided, all details related to media participation ensured	15 October – 5 November
Two-day exhibition of best practices during the	5-10 November

conference organized	
Develop, improve and regularly update of the www.conference.calm.md	Throughout the assignment period
Contribution to the development of all video & audio communication materials to be produced for Conference	Throughout the assignment period
Post-event evaluation survey conducted and report developed	By 20 November 2015
Media monitoring report developed	By 20 November 2015
Final conference publication prepared and edited	By 20 November 2015

V. INSTITUTIONAL ARRANGEMENTS

The consultant will work under the guidance and direct supervision of the JILDIP Communication Officer.

VI. F. QUALIFICATIONS AND SKILLS

Education:

- University degree in communications, public relations, media or other related field.

Experience:

- A minimum of 3 years of professional experience in public relations, communications or journalism;
- Previous experience in organization of similar events;
- Previous experience in coordination, editing of publications;
- Previous experience in development assistance or related work for a donor organization, consulting company, or NGO;

Competencies:

- Strong conceptual, creative, analytical and planning skills in high level events coordination;
- Ability to interact with governmental agencies/civil society organizations, good interpersonal skills and organizational proficiency;
- Outstanding drafting and communication skills. Proven communication tools writing skills;
- Strong coordination and facilitation skills;
- Results oriented, flexible and problem solving.

Personal qualities:

- Proven commitment to the core values of the United Nations; in particular, is respectful of differences of culture, gender, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status;
- Responsibility;
- Flexibility;
- Punctuality.

Language requirements:

- Excellent command of English and Romanian. Knowledge of Russian would be an advantage.

VII. DURATION OF WORK

The duration of the contract will be 2.5 months.

The United Nations Development Programme in Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.