

CONSULTANT SERVICES PROCUREMENT NOTICE

Date: 5 February 2018

Country: Republic of Moldova

Description of the assignment: International Consultant to advance understanding of journalists and media towards gender equality

Project name: UN WOMEN Moldova

Period of assignment/services: Up to 60 days during 9 months starting at March 5, 2018, with task being accomplished by November 1, 2018.

Technical proposal and **financial proposal** should be submitted **on-line** no later than 16 February, 2018, 23:59 (New York Time).

Requests for clarification only must be sent by standard electronic communication to the following e-mail: elena.ratoi@unwomen.org.

Please notice that this address is for information requests only, please do not send or copy your application package to this address.

UN Women staff will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. BACKGROUND

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

The media plays a significant role in perpetuating stereotypes as well as challenging social norms that condone discrimination or violence against women. The media are influential actors and essential partners to advance the gender equality agenda as they influence the way women's and men's roles and contributions to social, political and economic life are perceived by the public. According to the data provided by the Public Opinion Barometer published in April 2017, the media is the second most trustworthy institution in the Republic of Moldova. According to the same report, television (TV) is the most important source of information for the population (65%) as well as the most trustworthy (40% of respondents) followed by the Internet in importance (24% of respondents) and trustworthiness (22% of respondents).

UN Women collaborates closely with the media as a key ally in advancing women's rights, mainly on two fronts: 1) in their reporting, in disrupting stereotypes and biases towards a non-stereotypical and dignified portrayal of women, and ensuring a more balanced representation of women and men's roles in society 2) In increasing the number of women in the media, including in leadership and decision-making roles.

Even though it is known that giving women a stronger and equal voice in the news is not only a matter of rights and democratic values, but also leads to higher quality journalism, journalistic practices in Moldova still fall short in the way women are portrayed both in quantitative and qualitative terms. Women politicians, for example, are underrepresented in news before and after elections. There is a strong preoccupation with women as mainly victims or celebrities.

In the Republic of Moldova, UN Women has been working in challenging the stereotypical portrayal of women in media since 2008 through employing various tools, most notable among which is gender self-assessment of media organizations. In 2013, in total 17 print and on-line media organizations participated in the self-assessment initiative and scored positive results, with some of them increasingly portraying women in the domains of politics and economy as well as increasing practices of gender sensitive reporting. A similar exercise was undertaken in 2015-2016, in partnership with the Association with Independent Press (API), through UN Programme "Women in Politics"/ UN

Women component, and was extended to a broader range of 30 print, on-line and audio-visual media organizations to undertake gender self-assessment before, during and after the elections. This led to stronger awareness, and resulted in an increase in the share of women featured as main protagonists in sections where they were significantly under-represented in some of the participating outlets.

In September 2016, the self-assessment exercise peaked with the signing by 37 TV, print and online media outlets of commitments to respecting gender equality principles, specifying concrete steps to be performed. One of these steps is publishing a specific number of articles per month dedicated to promoting gender equality. Another is the use of gender sensitive language. Despite the progress made, an independent monitoring of the target media institutions in 2017 revealed that only some of them have maintained the progress made during the self-assessment and some have slipped backwards. Many have not managed to fulfill the gender equality commitments made.

In addition, in the previous years, UN Women has carried out different trainings and workshops with journalists on the topics of gender equality and gender sensitive reporting, as well as hands-on peer support in writing success stories for women in different fields of life. As a result of provided support in increasing media's understanding related to gender equality and gender sensitive story-writing, the awareness of individual journalists was raised and progress in terms of promoting gender equality in media by them was noticed. This involves the increase of interest among journalists towards subjects reflecting women's empowerment and gender equality and using of gender sensitive language, including feminization where required, in the media products.

Based on this work, further efforts are needed to increase understanding and strengthen the knowledge, capacities and skills of journalists to respect gender equality principles when developing media products and to use ensure gender sensitive and high-quality story-telling and reporting.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED WORK

Under the overall guidance of the Deputy Representative and direct supervision of UN Women Communications Specialist, the consultant will be responsible to lead and coordinate two major tasks to be considered as separate, generally aimed at strengthening media understanding on gender sensitive storytelling. Specifically, the consultant will be responsible for following:

Task 1: The launch of UN Women capacity building Programme for journalists, 2018 edition, which will be composed of the following stages: contest for participants on creating gender sensitive media materials/articles; capacity building sessions; and study mission to a country from Europe with good practices of promoting gender equality in media.

Task 2: Provide support to Audiovisual Coordinating Council (ACC) in mainstreaming gender equality in their work, including developing a methodology for external monitoring of audiovisual media outlets, revision of Audiovisual Code. Besides this, the international consultant is expected to develop some knowledge products related to gender mainstreaming in media to be used by UN Women.

The international consultant will work in close collaboration with a national company/organization and UN Women designated personnel, which will be directly responsible of provision of conceptual and logistical support for organization of above mentioned Programme.

For detailed information, please refer to Annex 1- Terms of Reference.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Education:

- Master degree in Communications, Journalism, International Relations, Gender Equality, Human Rights and other related fields. Additional points will be granted for PhD degree in the fields mentioned above.
- Additional certification in the area of gender equality will be an asset.

Experience

- A minimum of 5 years of experience in the area of gender equality, communications and journalism;
- A minimum of 3 years of experience in organization of various capacity buildings and high-level events, with a special focus on media and journalism;
- Work experience in provision of trainings and other capacity building activities for journalists;
- Previous experience in revision and reviewing of national and international policies, regulations, Codes of Conduct and other documents regulating gender mainstreaming in media's work;

- Experience in gender equality issues pertinent to RM context will be an asset;
- Work experience in organization of contests and/or study missions will be an asset;
- Proven experience in working with international organizations (successful experience in working with UN agencies is an asset).

Language Requirements:

- Excellent command of English language.
- Working knowledge of Russian and/or Romanian languages is an asset

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested candidates must submit via online submission system the following documents/ information to demonstrate their qualification:

- Letter of Intent with justification of being the most suitable for the work, vision and working approach, specifically indicating experience of mobilization of excluded communities for participation and inclusion
- Duly filled Personal History Form (P11) and/or CV, including records on past experience in similar projects/assignments and specific outputs obtained; P11 can be downloaded at <http://www.unwomen.org/about-us/employment>;
- Financial proposal (in USD)

5. FINANCIAL PROPOSAL

Financial proposal (in USD) shall specify a total lump sum amount for the tasks specified in this Terms of Reference). The financial proposal shall include a breakdown of this lump sum amount (daily rate and number of anticipated working days and any other possible costs); Please see Annex I: Price Proposal Guideline and Template and Annex II: Price Proposal Submission Form

6. TRAVEL

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UN Women should not accept travel costs exceeding those of an economy class ticket. Should the contractor wish to travel on a higher class he/she should do so using their own resources.

7. EVALUATION

For detailed evaluation procedures please refer to Annex 1- Terms of Reference

ANNEX

ANNEX 1 – TERMS OF REFERENCES (TOR)

ANNEX 2 – CONDITIONS OF SERVICE - CONSULTANT