

TERMS OF REFERENCE

UNIFEM Moldova Communication Consultant (national) to carry out activities related to the National Strategy on Gender Equality and CEDAW

Duty Station:	Chisinau, Moldova. <i>No travel expenses outside of Moldova are envisaged. All trips in Moldova will be arranged by UNIFEM</i>
Vacancy Type :	External Vacancy
Application Deadline :	3-July-09 COB
Position:	Communication Consultant (national)
Type of Contract :	SSA (full time)
Languages Required :	Romanian, English
Starting Date : (date when the selected candidate is expected to start)	15-July-2009
Duration of Contract :	5.5 months

BACKGROUND

UNIFEM with funding support from Sida is implementing the program on Promoting Gender Equality in National Development Policies and Programs to address gender inequalities in the context of national efforts for poverty alleviation and public sector reform as means to guarantee human security and human rights for all citizens – men and women. The overall development objective of the program is to promote gender equality as a prerequisite for rights-based sustainable development in the context of the MDGs, the National Development Strategy and EU aspiration of Moldova. The program will enhance national capacities in Moldova to realize commitment to gender-responsive good governance and poverty alleviation.

Significant groundwork was undertaken by the program on further promoting gender equality in the Republic of Moldova. These include, but not limited to the strengthening of the National Bureau of Statistics in the areas of production and dissemination of gender statistics and development and use of gender monitoring indicators, mainstreaming gender priorities into the National Development Strategy (2008-2011), supporting the Government in reviewing the MDG3 Targets and Indicators, developing a platform for promoting Gender Responsive Budgeting, raising awareness and building capacity among the government officials, civil society organizations, media and donors on gender equality and women's human rights. During 2009 and beyond, the program will primarily focus on the labour market, employment and budgeting areas. One of the fundamental directions of the program till the end of 2009 will be communication activities.

Communication activities will address a widest variety of stakeholders, which can be grouped under the four strategic categories for communication purposes – public administration and governmental institutions, international organizations and donors, civil society, population at-large. These four categories are differently characterized what concerns their awareness and knowledge on gender equality and gender specific problems in Moldova. Therefore communication messages and communication tools applicable to each of these groups will have to be different. All communication activities have to use as Guidelines and have to be in line with UNIFEM Moldova communication strategy. At the same time draft Communication strategy needs to be finalized and implemented until the end of this year taking also into account its absolute validity for future UNIFEM programs in Moldova.

Therefore under this assignment UNIFEM Moldova is planning to hire a local communication consultant for supervising and administering UNIFEM communication activities according to the Scope of Work.

SCOPE OF WORK

Under the overall guidance of the Program Chief Technical Advisor (CTA) and under the supervision of UNIFEM Moldova Program Manager, Communication Consultant is expected to carry out a variety of communication activities of UNIFEM program in Moldova related to National Strategy on Gender Equality in absolute correspondence with CEDAW provisions and in a participatory manner.

More specifically, the following Objectives have to be fulfilled:

- Objective 1: Coordinate UNIFEM strategy for CEDAW 30 anniversary, including UNIFEM "Say NO to Violence Against Women" campaign and UN Secretary-General's Campaign to End Violence Against Women
1. Coordinate strategy content and implementation modality with all program partners and CSOs
 2. Elaborate detailed vision/proposals for every component of the strategy
 3. Develop detailed task/project documents for each strategy component and supervise strategy implementation and all its elements throughout the relevant time period
- Objective 2: Coordinate drafting of Gender newsletter
1. Identify monthly themes for the newsletter
 2. Collect relevant information from events, initiatives on gender equality and women's advancement according to the predefined themes on a monthly basis further to be used in Gender newsletter
 3. Coordinate preparation of the monthly issue of the newsletter
 4. Supervise putting a newsletter in the final format and actual printing
 5. Monitor translation, distribution as well as collect feedbacks from the target audience.
- Objective 3: Coordinate all UNIFEM communication activities related to National Strategy on Gender Equality including
1. Coordinate national awareness raising campaign on priority sectors from NSGE
 2. Coordinate elaboration of sector booklets for NSGE priority sectors
 3. Coordinate UNIFEM media self-assessment initiative

4. Participate in radio and TV programs as well as to write relevant information (press-releases) for media on UNIFEM activities in Moldova

- Objective 4: Coordinate maintenance and update of UNIFEM and UN website as well as of the gender component of the website of MSPFC
1. Collect relevant information from the events, initiatives on gender equality and women's advancement and place them on UNIFEM webpage
 2. Develop and collect articles on relevant topics and UNIFEM activities to be placed on UNIFEM webpage
 3. Regularly enrich the WEB page content with information from international experiences and best practices

- Objective 5: Coordinate UNIFEM communication activities with donor partners
1. Undertake review of existing UNIFEM communication strategy and supervise its implementation
 2. Coordinate communication activities with UN agencies and actively participate in relevant to communication activities UN thematic groups
 3. Actively participate in donors group on gender communication activities as well as any other relevant donors communication activities on gender
 4. Coordinate UNIFEM contribution related to UN Human Rights Gala

DELIVERABLES

Under Objective 1:

1. Report on uncovered yet areas of violence against women is drafted
2. Activities as per CEDAW 30 Concept Note are implemented
3. Conference on 30 years CEDAW is organized
4. CEDAW implementation status report based on mapping of CEDAW activities is finalized
5. UNIFEM "Say NO to Violence Against Women" campaign and UN Secretary-General's Campaign to End Violence Against Women are organised.

Under Objective 2:

1. Monthly newsletters in Romanian, English and Russian are printed and distributed to stakeholders

Under Objective 3:

1. Sector booklets for NSGE priority sectors are elaborated
2. Media self-assessment initiative is undertaken
3. National awareness raising campaign on priority sectors from NSGE is undertaken

Under Objective 4:

1. UNIFEM and Ministry of Social Protection, Family and Child gender WebPages are updated on regular basis

Under Objective 5:

1. UNIFEM communication strategy is updated and finalised

DURATION

This Contract's duration: mid July – end December 2009. All activities under relevant objectives shall be accomplished in the timeframes indicated by UNIFEM.

PAYMENT MODALITY

A detailed work plan for achievement of objectives above will be coordinated with programme Chief Technical Advisor and Programme Manager prior to work commencement. Payments under this SSA will be made in equal instalments with 10 working days upon successful completion of specific milestones.

The fee will depend on the qualifications and experience of the pre-selected candidate and will be negotiated with short-listed applicants at a later stage.

Qualifications & skills required

Competencies	<p>(1) Professionalism: Proven record and skills in public communication with advanced knowledge of gender, basic human rights and international development; Ability to work under frequent pressure and to meet deadlines; Ability to plan, prioritize and deliver tasks effectively and on time, Good analytical skills.</p> <p>(2) Teamwork: Good interpersonal skills; Ability to work in a multicultural environment and to maintain effective working relations; Displays cultural and gender sensitivity and adaptability; Contributes effectively in team-based activities, sharing knowledge and information;.</p> <p>(3) Communication: Drafting skills and ability to prepare concise project/activity reports; proven ability to communicate complex issues to the partners; Proven initiative and creative abilities, record of working harmoniously in teams and creating an enabling environment; good judgment and decision-making skills to achieve stated objectives.</p>
Education	Advanced university degree in journalism, communications, public relations and other relevant fields. Additional specialization or experience in areas of international development is an advantage.
Work Experience	At least 5 years of experience in the Communications field. Knowledge and experience of working in the Republic of Moldova in the field of communications and PR is required; Experience of working with International organization is an asset; Profound knowledge of media and media market in Moldova. Prior experience of developing and/or participating in elaboration of communication plans and strategies is an advantage; Prior experience of applying international norms and standards in his/her area to national and local contexts, including on gender equality (CEDAW, Beijing Platform for Action, EU Standards) is an advantage; Understanding of and experience with UN Programs, their development and implementation activities is an advantage.

Language	Strong communication and writing skills in Romanian and English are required.
Personal qualities	Ability for self-learning and self-upgrade of knowledge and skills; Initiative and sound judgment, dedication to the UN/UNIFEM values and ethical standards.
Other skills	Knowledge and skills of relevant computer applications of MS Office applications (Word, Excel, Power Point), knowledge of Internet communications and command is required.

SUBMISSION OF APPLICATIONS

Interested persons should submit their **application letters** and duly completed **Personal History Form (P11)** with the mark “**Communication Consultant/UNIFEM**” by **3rd July 2009, 17:30 (local time)** to the following e-mail: tatiana.buburuz@unifem.org. Detailed Terms of Reference and Personal History Form are available at UN website http://un.md/job_opp/

Only those short listed will be contacted.

Failure of candidates to submit a duly completed P11 form, as well as false representations on this form, shall constitute sufficient grounds for withdrawal of further consideration of the application. All information provided in the P11 form will be treated as strictly confidential.