



IOM International Organization for Migration
OIM Organizația Internațională pentru Migrație

Project “Supporting the implementation of the migration and development component of the EU-Moldova Mobility Partnership and harnessing its benefits for the residents of the Transnistria Region of the Republic of Moldova” funded by EU and implemented by the International Organization for Migration, Mission to Moldova

TERMS OF REFERENCE

Development and maintaining the content on www.businessportal.md

A. Job Title:

Local consultant: Web content manager

B. Duty Station:

Chisinau, Moldova - Organization for Development of Small and Medium Enterprises (OSME)

C. IOM Project to which the Consultancy is contributing:

“Supporting the implementation of the migration and development component of the EU-Moldova Mobility Partnership and harnessing its benefits for the residents of the Transnistria Region of the Republic of Moldova”

D. Timeframe of Consultancy/Number of man-days:

1 August – 30 September 2016

E. Nature of consultancy:

Upgrading the web-based portal www.businessportal.md with updated information in order to include relevant service providers based in the Transnistria Region and serve the needs of the entrepreneurs from that area and of returning migrant workers, youth and women entrepreneurs from both sides of the Nistru River.

F. Background:

The migration wave from 2000 onwards, although slightly reduced under the influence of the global financial crisis, has had a deep impact on the Republic of Moldova's development and various consequences which have to be addressed in a comprehensive way to achieve sustainable results. It is generally admitted that approximately one fourth of Moldova's labour force is residing abroad, be it in a legal or irregular situation. However, it is estimated that the phenomenon is affecting Transnistria Region to at least the same extent in proportional terms.

The current project will directly contribute to fostering the development of entrepreneurial culture and modern services improvement in business consulting, as well as contributing to local development, poverty reduction and prevention of irregular migration and trafficking, through job creation and offering of opportunities for sustainable livelihood. The opportunities for returning migrants as well as for potential migrants will be placed on the upgraded platform www.businessportal.md, which will include relevant information about SMEs sector in Republic of Moldova, including Transnistria Region. The business portal will become a key web platform for young entrepreneurs, for potential entrepreneurs and for those who would like to develop their businesses. The project will support up-dating the local business profiles of each rayon, including the Transnistria Region (a web-based business profile of each of the rayons is placed on the <http://www.businessportal.md/ro/regions/>). The entrepreneurs can easily access the information with the contact details of the existing local institutions for SMEs support, as well as establish links with other institutions from other different rayons. The web-portal www.businessportal.md provides a communication and a network platform between the national and local SMEs support structures and entrepreneurs. The business representatives shall be provided with answers to the



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questions posted on the web-portal and/or referred to the relevant institutions, which can provide answers to questions.

IOM, together with OSME that is administrating the web platform, will share widely key documents and publications on this platform explaining the rights of the migrants and other beneficiaries and ways of safeguarding them.

G. General Objective:

Updating the existing web platform www.businessportal.md which contains practical and first-hand information on business sector in Moldova, including Transnistria Region.

H. Specific objective:

To provide comprehensive information in Romanian, Russian and English languages regarding the SMEs sector and the opportunities for launching and developing a business in Moldova, including Transnistria Region, for business support service providers and potential or returning migrants, and thereby contribute to local development, poverty reduction and prevention of irregular migration.

I. Tasks to be performed under this contract:

Under the supervision of IOM, and in coordination with the Organisation for Development of Small and Medium Enterprises (OSME) the content manager will be directly responsible for:

- a) Organizing several meetings with OSME and other relevant partners in order to collect information for updating www.businessportal.md
- b) Organizing meetings with the design company, in order to become confident using the Customer Relations Management Panel, specific for the website
- c) Taking a lead role in maintenance and development of the web platform;
- d) Using web content management systems to analyse website usage statistics;
- e) Setting permissions for site users;
- f) Promoting information about the website to target customers and partners;
- g) Carrying out quality assurance checks on content;
- h) Reporting technical problems to IT support staff within OSME;
- i) Dealing with legal issues, such as copyright and data protection;
- j) Collecting regularly the information from OSME staff and place on the web platform;
- k) Providing an update to relevant policy, regulatory, legislative framework regarding the development of business sector in the Republic of Moldova, including Transnistria Region;
- l) Writing of a short final report on activities undertaken within the consultancy (8-10 pages).

J. Tangible and measurable outputs of the work assignment:

- a) Several meetings with OSME staff and other relevant partners organized, in order to collect information regarding business sector in Moldova, including Transnistria Region for updating www.businessportal.md;
- b) Meetings with the Design Company organised, so to become familiar with the Content Management specific of the website;
- c) Contact established with relevant stakeholders in SMEs sector in Moldova, including Transnistria Region;



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- d) Web platform usage statistics via web content management systems analysed and provided to OSME staff;
- e) Permissions for site users set;
- f) Information about the website promoted to target customers and partners through social media and other channels;
- g) Quality assurance check list filled;
- h) Technical problems reported to OSME IT support staff;
- i) Legal issues dealt with, such as copyright and data protection;
- j) Information from OSME staff, other partners, including one from Transnistria Region collected and placed on the web platform;
- k) Update to relevant policy, regulatory, legislative framework regarding the development of business sector in the RM, including Transnistria Region provided;
- l) A short final report on activities undertaken within the consultancy (8-10 pages).

K. Qualifications required:

- a) Good organisational skills and ability to meet deadlines
- b) An understanding of legal issues, such as online copyright
- c) Financial management and negotiating skills
- d) Confident presentation skills
- e) Ability to build relationships with clients and partners
- f) Good team working skills
- g) An understanding of online writing issues, such as house style and content structure
- h) An excellent grasp of English, Romanian and Russian grammar, punctuation and spelling
- i) The ability to write for a target audience
- j) Creative skills to find interesting ways to present information and to generate new ideas
- k) Attention to detail, for example when proofreading
- l) The ability to give and receive constructive feedback on work
- m) Work experience with public institutions in Moldova
- n) Excellent knowledge of HTML
- o) Previous successful proven record in web content management systems (at least 3 years).

L. Competences:

- a) Knowledge of Romanian, Russian and English is required
- b) Ability to communicate effectively with stakeholders
- c) Degree or relevant experience in online journalism, electronic publishing, IT, web design, PR and marketing.

Tentative timeline for deliverables

For better orientation on the chronology of the given tasks, a tentative timeline for the work to be executed and the outputs to be delivered by the Local consultant, is provided below.



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01 August 2016 – 04 September 2016	<ul style="list-style-type: none"> a) To organize several meetings with OSME staff and other relevant partners in order to collect information regarding business sector in Moldova, including Transnistria Region for updating www.businessportal.md b) To organise meetings with the design company, in order to become confident using the Customer Relations Management Panel, specific for the website c) To establish contact with relevant stakeholders in SMEs sector in Moldova, including Transnistria Region; d) To analyse and provide to OSME staff web platform usage statistics via web content management systems; e) To set permissions for site users; f) To promote information about the website to target customers and partners through social media and other channels; g) To fill the quality assurance check list; h) To report technical problems to OSME IT support staff; i) To deal with legal issues, such as copyright and data protection; <p>Deliverable 1 – by 04 September 2016:</p> <ul style="list-style-type: none"> j) Several meetings with OSME staff and relevant partners organised in order to collect information regarding business sector in Moldova, including Transnistria Region; k) Web platform usage statistics via web content management systems analyzed and provided to OSME staff; l) Permissions for site users set; m) Quality assurance check list filled.
05 September 2016 – 25 September 2016	<ul style="list-style-type: none"> a) To collect information regarding SMEs sector (how to launch a business, how to close a business, etc.) in Moldova, including Transnistria Region from OSME staff, other partners, including one from Transnistria Region and place on the web platform; b) To provide an update to relevant policy, regulatory, legislative framework regarding the development of business sector in the RM, including Transnistria Region; <p>Deliverable 2 – by 25 September 2016:</p> <ul style="list-style-type: none"> a) Web platform www.businessportal.md updated with the information collected.
26 – 30 September 2016	<ul style="list-style-type: none"> a) A short final report on activities undertaken within the consultancy (8-10 pages). <p>Deliverable 3 – by 30 September 2016:</p> <ul style="list-style-type: none"> a) A short report regarding the provided activities.