



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 the EU and implemented by the International Organization for Migration (IOM), Mission to Moldova

TERMS OF REFERENCE

Migration and diaspora expert to conduct a comparative analysis re-design and update relevant web resources

Job Title:

Migration and diaspora expert to conduct a comparative analysis, re-design and update content on several websites, with the purpose of creating effective information channels for Moldovans who are residing abroad, or are intending to go abroad (hereinafter the “Consultant”)

Duty Station:

Chisinau, Moldova

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” (SIMP II), funded by the European Union.

Timeframe of Consultancy/Number of man-days:

It is expected that the Consultant will spend up to 40 working days for the envisaged activity under this Terms of Reference (ToR), including preparation time, during the period 30 September 2016 –31 May 2017.

Nature of consultancy:

The Consultant will be responsible for carrying out a comparative complex analysis of several websites (listed below), which all have been created for the purpose of providing information for Moldovans residing abroad, as well as for those residing in the country that intend to go abroad. Following the analysis, the Consultant will give recommendations on how to redesign, restructure and merge, if needed, the information available, in the most efficient and cost-effective manner. In accordance with the developed recommendations, the Consultant will develop any new content needed, and, together with a commissioned IT company, ensure it is integrated and uploaded online.

The Consultant will also work in close coordination with another IOM commissioned consultant, who will be responsible for developing the content to make sure it also caters for the needs of diaspora members originating from the Transnistria Region, as well as of the Moldovans citizens residing in the region that intend to go abroad.

Background:

The outward migration wave from Moldova since the year 2000 (although slightly reduced under the influence of the global financial crisis) has had a deep impact on the Republic of Moldova’s development, both economically and demographically. It is generally admitted that approximately one fourth of Moldova’s labour force is residing abroad, be it in a legal or an irregular status. Moreover, it is estimated that migration is affecting the Transnistria



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Region to at least the same extent in proportional terms. Against this background, it is clear that the migration phenomenon’s various consequences have to be systematically addressed in order to turn the trend around and ensure diaspora involvement in the development of their homeland, ensure the human dignity, welfare and protection of the Moldovan citizen residing abroad, as well as of those who took the decision to go abroad.

The present project, known as SIMP II, seeks, amongst other objectives, to improve the out-reach capacities of the Moldovan consular staff to the Moldovan diaspora, including those originating from the Transnistria Region. This is thought to reinforce ties of the diaspora and build the capacity of diaspora associations from both banks of the Nistru River. Apart from actively involving the diaspora in their homeland development, this is also believed to serve as a confidence-building measure between the two banks. Moreover, the activity aims at equipping the Moldovan diaspora, as well as the citizens residing in the country, but contemplating the decision to go abroad, with updated information on the rules of legally entering and/or exiting, staying, studying or working in the country of destination for the Moldovan citizens.

The following websites concerning diaspora communication, consular services and information on legal migration, including for the Moldovan citizens who took the decision to go abroad-- which to a varying degree are still accessible online-- were all created some years ago and are in considerable need of a joint re-assessment:

- www.migratie.md
- www.diaspora.md
- www.din.md
- www.legal-in.eu
- www.iom.md
- www.mfa.md (including the web-sites of the diplomatic missions)
- www.brd.gov.md
- Other relevant web-based resources (e.g. www.viza.md etc.)

Not only has the content of the websites become out-dated, but the structure of the websites have in many ways lost their functionality. The idea is that the Consultant will deliver a comprehensive and thorough analysis of what new structure and content are needed to provide for the most feasible and relevant on-line information for Moldovans residing abroad or in the country, but contemplating the decision to go abroad. To do this, it will be important to analyse any duplications/overlaps between them, as well as to ensure optimization (including use of human and financial resources).

Furthermore, the information on the websites shall be enhanced through adding tools that stimulate and facilitate communication with and between the Moldovan Diaspora, particularly focusing on fostering the formation of joint associations, initiatives, projects and activities, and bringing together persons originating from both sides of the Nistru. To facilitate the Moldovan Diaspora’s communication with the homeland, the activity should thus include the development of an online *Diaspora Associations registration module*. Additionally, the



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websites should also be updated with user-friendly information on the legal protection of the Moldovan citizens abroad, rules and priorities regarding the labour market and migration in the country of destination, but also opportunities for return and reintegration in the country of origin.

General Objective:

To create effective channels for Moldovans residing abroad, in order for them to access and exchange relevant information in the field of diaspora communication and consular services, while also attending to the needs of those originating from the Transnistria Region (the latter will be the responsibility of another commissioned consultant). The information shall be made accessible through new content and improving the design, restructuring or merging the existing internet based resources.

Specific objective:

In coordination with another commissioned consultant, analyze the current design and content of the different websites, provide new content for the Moldovan diaspora in Romanian (and English where applicable), as well as make it accessible online in a structured and well-organized way. The websites should be completed with information on subjects regarding e.g. banking, finance, investment and tax regulations, channels for remittances, pensions and social security schemes, out-of-country registration and voting, public health information, diaspora communication, visa-regulations, rules of staying, studying and working on the territory of the destination countries, information about the dangers of trafficking and irregular migration, etc.

Tasks to be performed under this contract:

Under the supervision of IOM, the Consultant will be directly responsible for:

- a) Assessing the structure and content of the internet based resources serving the Moldovans abroad;
- b) Meeting the relevant operators/founders of the websites as well as key policy makers in the area;
- c) Developing recommendations as to the eventual amendments to be made to the structure and the type of additional specific content to be added, as well as regarding the redesign and the potential merging of websites/content;
- d) Coordinate with the operators and validate the findings;
- e) Compile the relevant information and develop the actual content in Romanian and English where applicable;
- f) Place it on-line, in close collaboration with the IT company (to be selected once the initial findings have been validated);
- g) Up-date the content during the first 6 months after it has been placed online.

Tentative timeline for tangible 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 Consultant, is provided below. The Consultant's remuneration will be paid in



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several instalments, according to the established delivery schedule, upon completion by the Consultant of all tasks specified in the ToR.

30 September 2016 – 15 November 2016	a) Several meetings organized with IOM staff and other relevant partners and operators in order to collect information regarding the needs of Moldovans abroad; b) Contact established with relevant stakeholders in Moldova;
15 November 2016	Deliverable 1: Analysis of the structure and design of the websites, including recommendations on how to proceed Deliverable 2: Concept of the new migration/diaspora engagement web based architecture developed Deliverable 3: Convention of a validation workshop to have the concept approved by IOM and other stakeholders
15 November- 15 December 2016	c) Relevant new content compiled and written in Romanian and English where applicable);
15 December 2016	Deliverable 4: New content developed and submitted to IOM for approval Deliverable 5: Convention of a final validation workshop to have the content of the new instruments approved
15 December 2016 – 31 May 2017	d) Content uploaded on-line in accordance with the recommendations and the migration/diaspora engagement web based architecture developed; e) Technical problems related to the websites’ content management identified and reported to IOM and the IT company commissioned by IOM for carrying out the technical part of updating the websites f) Information promoted about the new effective communication channels to diaspora members, as well as about the consular services and information on legal migration to Moldovan citizens residing abroad or in the country, in general and to other partners (through social media /other channels); g) Content updated regularly during the indicated six months period;
31 May 2017	Deliverable 6: A short final report on the activities undertaken within the consultancy (8-10 pages).

Working method and Partners:

The Consultant will carry out the tasks in collaboration with IOM, the Diaspora Relations Bureau (BRD) of the State Chancellery, the Consular Affairs General Directorate of the Ministry of Foreign Affairs and European Integration and other relevant partners/operators. The Consultant will also work in close cooperation with another IOM commissioned consultant, who will be responsible for analysing the websites and developing the



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content to make sure it also caters for the needs of diaspora members originating from the Transnistria Region. Close cooperation finally has to be ensured with the IT Company which will be responsible for carrying out the technical part of updating the websites.

The IOM Moldova project team and relevant government staff assigned will provide various logistical, operational, and liaising support to facilitate the effective implementation of the activities. They will also share key documents, publications and other information needed to update the website platforms.

Note: In his/her activity, the Expert will be guided by human rights and gender compliance principles and will support the coordination efforts undertaken by various stakeholders, including IOM, the Government, local authorities, non-governmental and international organizations and donors to ensure human rights, gender compliance and anti-corruption focus of the state agencies’ activity.

Qualifications required:

- Degree or relevant experience in online journalism, electronic publishing, IT, web design, PR and marketing.
- Successful proven record in web content management systems (at least 3 years)
- Excellent knowledge of Romanian and English punctuation and spelling is required
- An understanding of legal issues, such as online copyright
- An understanding of online writing issues, such as style and content structure
- The ability to write for a target audience
- Creative skills to find interesting ways to present information and to generate new ideas
- Attention to detail, for example when proofreading
- Confident presentation skills
- Ability to communicate effectively with stakeholders
- The ability to build relationships with clients and partners
- The ability to give and receive constructive feedback on work
- Work experience with public institutions in Moldova
- Good organisational skills and the ability to meet deadlines
- Financial management and negotiating skills
- Good team working skills

Potential professional advantages:

- Knowledge of the Diaspora, Migration and Development topic, diaspora engagement and/or other migration related topics;
- Previous experience in performing similar tasks for a donor organization or NGO.