



TERMS OF REFERENCE

PROJECT:

“CONSOLIDATING MOLDOVA’S MIGRATION AND DEVELOPMENT INSTITUTIONAL FRAMEWORK”

Consultant to support the content management of the Bureau for Diaspora Relations’ web resources

1. Overview

Within the framework of the Swiss Agency for Development and Cooperation (SDC) funded project “Consolidating Moldova’s Migration and Development Institutional Framework”, IOM is supporting the Moldovan authorities in enhancing their capacity of developing specific sustainable engagement and communication tools for reaching out to the Moldovan Diaspora. This aims at facilitating a better dissemination of information about the Government achievements in implementing the state policies for and with the participation of the Moldovan Diaspora, including about the available programs and opportunities offering them the chance to involve in activities benefiting the development of the Republic of Moldova. The importance of this support is especially high in light of the current political and economic situation, which created negative perceptions and concerns among the Moldovan migrants and affected Diaspora’s aspirations about Moldova’s development pace and trends.

2. Objective

In line with the core objectives of the EU-Moldova Mobility Partnership and the SDC’s strategy on fostering the links between migration and development, the current project aims at contributing to strengthening the Diaspora, Migration and Development national and local framework and enhancing the engagement of the Diaspora for maximization of the positive impact of migration on the socio-economic development of the Republic of Moldova. Among other activities, this goal is to be achieved also through the development of engagement and online communication tools that would empower the Diaspora and migrant communities to engage in economic, socio-cultural, philanthropic, educational and other development themes. In this view, the current activity will support the Diaspora Relations Bureau (BRD), the Government designated office, responsible for the implementation of the state policy in the field of Diaspora relations, to maintain and update its information resources intended to provide timely and useful information for the Moldovan Diaspora, so as to increase its engagement, as well as propensity to systematically interact in key thematic areas with the Moldovan Government and local authorities, Governments and local authorities in the destination countries, as well as with the potential donors. Moreover, the activity aims at increasing the transparency and visibility of the institution, as well as at ensuring that the general public, international partners and other stakeholders are better informed about the BRD’s policies, programmes and activities dedicated for the Moldovan Diaspora.

3. Justification

In light of the current needs of Moldova’s development, such as the implementation of the country’s development agenda, including the EU-Moldova Association Agreement, the Government of Moldova (GoM), through its Bureau for Relations with Diaspora (BRD), requires consistent support in systematic engagement of Diaspora in activities benefiting the national and local development of the Republic of Moldova and creation of necessary prerequisites for Diaspora to generate and implement its own initiatives in the area. Aware of the Diaspora’s development potential, the Moldovan Government established, in 2012, BRD as a General Department within the State Chancellery, under the direct supervision of the Prime Minister. The BRD was assigned in 2014 to be the coordinating institution of the implementation process of the “Diaspora Strategy 2025”, which was approved by the government on 24 February 2016. BRD will

furthermore be coordinating and monitoring the implementation of the Action Plan 2016 – 2018 attached to it. In order to engage with, empower and enable the Moldovan Diaspora, the institution defined the devising and employment of systematic Diaspora engagement tools as one of its priority actions. To this end, the “Diaspora Strategy 2025” and its Action Plan 2016 – 2018 provides for the reorganization of the online information resources and communication tools and continuous update of the information available on them for the Diaspora members, so as to equip the Diaspora with the necessary tools to keep the ties with the country of origin, as well as to engage in activities benefiting its development. In this sense, the project supported the BRD of the State Chancellery, to revamp its web pages intended to streamline the communication with the Moldovan Diaspora, i.e. www.stagii.gov.md, www.din.md, www.dor.md. The new versions of the web pages, as well as the BRD’s official web page www.brd.gov.md and accounts on social networks (i.e. facebook) need to be populated with the relevant content and updated on a timely basis, so as to provide user-friendly information, stimulate and facilitate the communication with and between the Diaspora members, particularly focusing on providing useful information on the associations founded and run by the Diaspora and migrant groups in the destination countries, and, thus, fostering the launch of partnerships between the Diaspora associations, as well as with the Moldovan NGOs, joint initiatives, projects and activities. Furthermore, the information on the websites shall promote the democratic participation of the Diaspora, disseminate public service announcements in emergency situations, refer the Diaspora to e-services, as well as offer most feasible and relevant on-line information on the legal protection and social security of the Moldovan citizens abroad, but also opportunities for return and reintegration in the country of origin. A significant difficulty encountered by the institution is the shortage of sufficient staff to take on the task of regularly maintaining and updating its information resources. Therefore, the proposed action is called to support BRD of the State Chancellery to ensure that it provides the Diaspora and the general public with relevant information about the achievements of the Government policies in the field of Diaspora relations, as well as the available programs and opportunities to induce the Diaspora’s involvement and contribution to the development of the homeland.

4. The Consultant

Against this background, IOM Moldova, in cooperation with the BRD of the State Chancellery, will commission a national consultant (based on a standard IOM contract) based in the Republic of Moldova (local), to be responsible for maintaining and ensuring the content updating of the BRD’s web resources, under the general supervision of the BRD and the IOM Mission to the Republic of Moldova. In order to carry out his assignment the Consultant will assist the Communication Consultant commissioned by the IOM to support the BRD of the State Chancellery in performing all activities related to communication with the Diaspora, with the mass-media, with the national and international partners, including ensuring dissemination and exchange of information on Government activities linked with the Diaspora. More specifically, the Consultant shall provide support in developing media and outreach materials, including content for the for the BRD’s information resources, relevant web pages, as well as press-releases, news, social media posts etc., including in uploading them online.

The Consultant will also work in close coordination with other two IOM Migration and Development commissioned experts, who will be responsible for conducting a comparative analysis, re-designing and updating the relevant web resources in the field of Diaspora, Migration and Development that would caters for the needs of Diaspora members originating from both banks of the Nistru river. Based on the solutions that will be provided by the respective experts on restructuring or merging the existent migration and Diaspora related information resources, the Consultant will work with the respective Experts to restructure the existing content, develop any new needed content for the BRD’s web resources and will make sure it is integrated and uploaded online.

Tasks to be performed under this contract:

Under the supervision of IOM, the Consultant will carry out the following tasks:

- a) In cooperation with the BRD team, collect and compile the relevant information and develop content for the new BRD’s revamped websites, including www.din.md, www.stagii.gov.md, www.dor.md, and upload it online;

- b) Maintain and ensure the content up-dating of the BRD's information resources, including the above mention websites, the BRD official webpage www.brd.gov.md, other relevant web resources, as well as on the social networks relevant in the field of the Diaspora relations;
- c) Maintain and ensure the full functionality of the BRD's information resources;
- d) Support the Communication Consultant embedded within the BRD in drafting press-releases on BRD's public events, and publish them through BRD's existent and available communication tools;
- e) Support the Communication Consultant embedded within the BRD in drafting any other information materials for the BRD's information resources, as it may be requested, and ensure their distribution on the relevant online channels and social media platforms to increase the web traffic;
- f) Work with the Migration and Development experts commissioned by OIM to conduct a comparative analysis, re-designing and updating the relevant web resources in the field of Diaspora, Migration and Development that would caters for the needs of the Diaspora members originating from both banks of the Nistru river, to restructure and develop any new needed content for the BRD's web resources, based on the solutions that are to be provided by the respective Experts;
- g) Coordinate with IOM all the developed content that makes any reference to IOM contribution, to ensure the organization and donors' visibility, as well as the respect of the related visibility requirements;
- h) Use content management systems to analyze website traffic statistics, and, following the results of the websites monitoring, create and adjust the strategies for promoting the websites;
- i) Ensure compliance with law (copy right and data protection).

Tentative timeline for tangible deliverables

The services hereunder will be delivered by the Consultant according to the timeframes indicated in the below table.

16 December - 31 July 2016	<ul style="list-style-type: none"> a) In cooperation with the BRD team, collect and compile the relevant information and develop content for the new BRD's revamped websites, including www.din.md, www.stagii.gov.md, www.dor.md, and upload it online; b) Maintain and ensure the content up-dating of the BRD information resources, including the above mention websites, the BRD official webpage www.brd.gov.md, other relevant web resources, as well as on social networks relevant in the field of the Diaspora relations; c) Maintain and ensure the full functionality of BRD information resources; d) Support the Communication Consultant embedded at BRD in drafting press-releases on BRD's public events, and publish them through BRD's existent and available communication tools; e) Support the Communication Consultant embedded at BRD, draft any other information materials for the BRD information resources, as it may be requested, and ensure their distribution on the relevant online channels and social media platforms to increase the web traffic; f) Work with the Migration and Development experts commissioned by OIM to conduct a comparative analysis, re-designing and updating the relevant web resources in the field of Diaspora, Migration and Development that would caters for the needs of the Diaspora members originating from both banks of the Nistru river to restructure and develop any new needed content for the BRD's web resources, based on the solutions that are to be provided by the respective Experts;
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	g) Coordinate with IOM all the developed content that makes any reference to IOM contribution to ensure the organization and donors' visibility, as well as the respect of the related visibility requirements; h) Use content management systems to analyze website traffic; i) Ensure compliance with law (copy right and data protection).
31 December 2016	Deliverable 1: New content compiled and written for www.din.md website, and uploaded online. Deliverable 2: Monthly Activity Report for December 2016 on all activities described above.
31 January 2017	Deliverable 3: Monthly Activity Report for January 2017 on all activities described above.
28 February 2017	Deliverable 4: Monthly Activity Report for February 2017 on all activities described above.
31 March 2017	Deliverable 5: Monthly Activity Report for March 2017 on all activities described above.
30 April 2017	Deliverable 6: Monthly Activity Report for April 2017 on all activities described above.
31 May 2017	Deliverable 7: Monthly Activity Report for May 2017 on all activities described above.
30 June 2017	Deliverable 8: Monthly Activity Report for June 2017 on all activities described above.
31 July 2017	Deliverable 9: Monthly Activity Report for the period December 2016 - July 2017 on all activities described above.

Working method and Partners:

The Consultant will carry out the tasks in collaboration with IOM, the BRD of the State Chancellery, IOM Mission to Moldova and other relevant partners/operators. The Consultant will also work under the supervision of the BRD and the IOM Mission to the Republic of Moldova, and the Communication Consultant commissioned by the IOM to support the Bureau for Diaspora Relations (BRD) of the State Chancellery in performing all activities related to communication with the Diaspora, with the mass-media, with the national and international partners, including ensuring dissemination and exchange of information on Government activities linked with the Diaspora.

The Consultant will also work in close coordination with other two IOM Migration and Development commissioned experts, who will be responsible for conducting a comparative analysis, re-designing and updating the relevant web resources in the field of Diaspora, Migration and Development that would cater for the needs of the Diaspora members originating from both banks of the Nistru river.

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.

Period of assignment and remuneration

It is expected that the Consultant will carry out all the services and activities specified in this ToR, during the period December 2016 - July 2017. Upon completion by the Consultant of the tasks and deliverables specified in these terms of reference, a monthly fee will be paid to the Consultant, in several instalments, according to the established delivery schedule.

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 2 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 organizational 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.