



Terms of Reference  
UNHCR communications services

**General provisions:**

The Office of the United Nations High Commissioner for Refugees (UNHCR), also known as the UN Refugee Agency, is a United Nations agency mandated to protect and support refugees, on a non-political and humanitarian basis and to seek permanent solutions for them, regardless of their race, religion, political views and gender and assists in their voluntary repatriation, local integration or resettlement to a third country.

In light of the fast-evolving communications landscape, UNHCR continues to assess its global communications to ensure that an innovative, integrated strategy across media platforms drives public engagement and donor support for persons of concern.

Flagship events provide the Office with additional opportunities to highlight the plight of the forcibly displaced and stateless persons. The annual World Refugee Day campaign is the highest profile event of the calendar year, involving UNHCR offices worldwide. UNHCR has seen continual increases in media coverage, as well as stakeholder and public engagement, around this event. The Nansen Refugee Award ceremony, held in conjunction with the annual plenary session of the Executive Committee each year, is another valuable opportunity to draw attention to work being undertaken in support of refugees.

In 2014, UNHCR launched a campaign to end statelessness by 2024. Dubbed the “#IBELONG” campaign to end statelessness within 10 years, the initiative focuses on advocacy with governments and enhancing public awareness of and engagement with the plight of stateless persons.

UNHCR notes an increase in anti-refugee rhetoric and negative public sentiments.

UNHCR's global communications seek to raise awareness about, mobilize public, political and financial support and provide protection and assistance to, refugees, internally displaced persons (IDPs), stateless persons and others of concern to the Office.

UNHCR's communications strategy seeks to align communications at all levels to achieve the following objectives:

- stimulate global media coverage of refugees, IDPs, stateless persons and other persons of concern, including through stories of their courage and humanity;
- build support for countries hosting large numbers of refugees;
- generate sustained public, political and financial support for protection and solutions for refugees and other persons of concern to UNHCR, as well as for their host communities;
- strengthen public awareness and support for the work of UNHCR, its partners, and host and donor countries;
- build a coherent and positive UNHCR “brand identity”, enhancing the Office's authority and reputation.

To achieve these objectives, UNHCR Office in Chisinau seeks to identify a service provider, which will implement the following tasks and responsibilities, under the supervision of the UNHCR and in cooperation with its Partners:

- a) analyse and assess the situation at the country level, and all relevant stakeholders, map challenges and opportunities, and develop country-based external communication strategy;
- b) set relevant and achievable targets and develop communications actions plan for 2017 aimed to promote information about UNHCR Persons of Concern, including through innovative partnerships;
- c) Provide assistance in developing and implementing the agenda of the World Refugee Day including through production of relevant infographics to make historical events and statistics more meaningful as



well as via assistance in articulating key advocacy messages, providing guidance as regards available tools and inspire innovation and new thinking;

- d) Develop the draft concept of a booklet on refugee rights and duties for POCs;
- e) Organise one informative training for 15-20 journalists on UNHCR activities;
- f) Organise one training on effective means of external communication for UNHCR staff and partners
- g) Deliver informative courses on "Mass media and Refugees" for students from journalism department, State University of the RM (15-20 hours during 2017-8 study year);
- h) Organise two Press Club meetings on covering Refugee and Statelessness topics;
- i) Arrange interviews and produce news reports about UNHCR's activities;
- j) Draft 10 human stories about UNHCR PoCs, including refugees who settled in Moldova, UNHCRs and Implementing Partners activity, and ensure their wide publication;
- k) Monitor, collect and systematize Moldovan media items covering issues pertaining to asylum and statelessness;
- l) Develop a photo database about UNHCR PoC (minimum 1,000 photos);
- m) Develop visibility materials according to UNHCR Brand Book: leaflet (one); 20 thematic posters about UNHCR's activity;
- n) Revamp UNHCR Moldova Facebook Page.

Eligibility:

- A minimum of 5 years of experience with a proven professional record in working in the field of media and communication, with media channels and online communications platforms.
- Experience in the usage of media technology, social media for public information/advocacy, and good knowledge and experience in handling of web-based management systems.
- Proven established cooperation and potential to expand with local media (TVs/Radio/News Agencies/online).
- Creative thought and ability to persuade various audiences.
- Prior experience to the work of the United Nations, development issues is an advantage, but not a requirement.

Availability of office space for organising Press Clubs meetings would be an asset.

Competencies:

- Excellent command of Romanian, English and Russian languages;
- Ability to write concise and clear messages communicate effectively with stakeholders and target audience;
- Training and skills development (media engagement, presentations, online).