

UNICEF Moldova

TERMS OF REFERENCE

Individual Contractor: Support UNICEF Moldova CO in communication and community mobilization activities under HPV+ project

Location: Chisinau, Republic of Moldova

Duration of contract: November 2020 – May 2021 (6 months, with possibility of extension)

1. Background

UNICEF Moldova supports its governmental and civil society counterparts in delivering a package cross-sectorial intervention for adolescents, as coordinated investments in adolescents' health and wellbeing are among the "best investments that can be made by the human community to achieve the SDGs. The Republic of Moldova has decided to introduce HPV vaccination, which is provided free of charge to 10-years-old girls in 2017.

Since this age group is being accessed for the first time systematically and with high coverage, the HPV vaccination program is a platform for integrating additional high-impact adolescent-related interventions, like the adolescent mental health & psychosocial support, with a focus on the prevention of bullying and violence. Bullying greatly affects the mental health and wellbeing of children and adolescents and has been associated with depression, anxiety, self-harm, suicide, alcohol and drug use, poor academic performance, and aggressive behaviour. According to preliminary results from a UNICEF Study from 2019 undertaken in schools, bullying has a prevalence of 86,8% among adolescents, with bullies representing 41,1% of the total number of students. Additionally, young adolescents (age 10-14) in Moldova are also vulnerable to violent discipline in their households. The most recent Multiple Indicator Cluster Survey (MICS) found that 37% of adolescents are subject to physical punishment, with considerable higher prevalence of violent psychological punishment, at 73%. Hence, it is one of the priorities for UNICEF Moldova to promote parents-to-adolescent communication, and foster adolescents' mental and physical wellbeing at school and household levels.

One of the objectives of the intervention is to raise awareness among adolescent boys and girls, their parents, policy makers, service providers and general population about bullying issues, and to engage them in identification and referral of cases of bullying and mental health related issues.

An essential component of project is to ensure communication of the interventions to the community, aiming to spreading messages to foster mental wellbeing in adolescents.

2. Purpose of the contract

Under the guidance of the Communication Officer, and in close consultation with the Health Officer, the contractor will provide effective and efficient management of advocacy and communication activities implemented at the national level and act as a liaison between relevant CSOs counterparts, mass-media/content creator vendors and UNICEF and UN Moldova teams.

The contractor will be contributing to the design, planning, management, and monitoring of activities, related to communication and community mobilization under the HPV+ project, applying and promoting the principles of results-based management (RBM), as well as a client-oriented approach consistent with UNICEF rules and regulations.

The contractor will work under the supervision of the Communication Officer, and in close consultation with the Health Officer, for effective achievement of results, anticipating and contributing to resolving communication-related issues and information delivery. The contractor is expected to exercise full compliance with UNICEF programming, financial, procurement and administrative rules, regulations, policies, and strategies, as well as the implementation of the effective internal control systems.

3. Objectives of the contract

Under the guidance of the Communication Officer, and in close consultation with the Health Officer, the contractor will implement communication strategies to promote UNICEF supported delivery of a package cross-sectorial intervention for adolescents under the HPV+ project.

4. Details of how the work should be delivered

The Individual Contractor, under the direct supervision of the Communication Officer, will ensure the provision of development services and products of the highest quality and standards. He/she will:

1. Coordinate and support the development by partners of child friendly tools to engage adolescents and young people in participatory activities related to the prevention of bullying, promotion of online safety, mental health, and healthy lifestyles, including in the context of Covid-19 pandemic;
2. Coordinate and support the development of media products, to raise awareness of the public on bullying, online safety, mental health, and healthy lifestyles, including in the context of Covid-19 pandemic;
3. Coordinate and support the development of U-Report polls on bullying, mental health, safety online, healthy lifestyles in collaboration with UNICEF programmes;
4. Support and coordinate partnerships to engage adolescents in dialogue about bullying, online safety, mental health, healthy and active lifestyle through games, sports and cultural activities;
5. Identify media visibility opportunities, organize (social) media (online) events, interviews, press releases across multiple channels;
6. Develop articles and human-interest stories and pitch them to journalists, editors at newspapers, magazines, radio or television stations;
7. Produce monthly progress reports.

5. Deliverables and delivery dates

It is expected that the contractor will perform the following key tasks:

Nr.	Tasks/ Activity	Deliverables	Timeline*
1.	Coordinate and support the development by partners of child friendly tools to engage adolescents and young people in participatory activities related to the prevention of bullying online safety, mental health, and healthy lifestyles, including in the context of Covid-19 pandemic	<ul style="list-style-type: none"> • Methodological guide for schools and youth centers on organizing brain games developed and printed 	December 2020
2.	Coordinate and support the development of media products, to raise awareness of the public on bullying, online safety, mental health, and healthy lifestyles, including in the context of covid-19 pandemic	<ul style="list-style-type: none"> • 12 regular aLIVE talk shows addressing bullying, online safety, mental health, and healthy lifestyles, including in the context of Covid-19 pandemic 	November 2020 – May 2021

3.	Coordinate and support the development of U-Report polls on bullying, mental health, safety online, healthy lifestyles in collaboration with UNICEF programmes.	<ul style="list-style-type: none"> 5 U-report polls developed 	November 2020 – May 2021
4.	Support and coordinate partnerships to engage adolescents in the dialogue about bullying, online safety, mental health, healthy and active lifestyle through games, sports and cultural activities	<ul style="list-style-type: none"> 2 partnerships to engage young people in dialogue on bullying and health are supported 	November 2020 – May 2021
5.	Identify media visibility opportunities, organize (social) media (online) events, interviews, press releases across multiple channels.	<ul style="list-style-type: none"> At least 3 media visibility opportunities per month identified 	November 2020 – May 2021
6.	Develop articles and human-interest stories and pitch them to journalists, editors at newspapers, magazines, radio or television stations;	<ul style="list-style-type: none"> At least 3 articles and human interested stories are developed per month 	November 2020 – May 2021
7.	Coordinate and support social media messaging to enhance communications about HPV+ activities, across various channels.	<ul style="list-style-type: none"> Minimum 3 posts per week on Facebook and Twitter channels, related to the HPV+ project 	November 2020 – May 2021
8.	Monthly progress report and inputs to the final donor report	<ul style="list-style-type: none"> One per month Final donor report 	November 2020 – May 2021

* Exact dates will be agreed upon signature of the contract.

6. Reporting requirements

The Contractor will work under the direct supervision of the Communication Officer and in close consultation with the Health Officer of UNICEF Moldova. UNICEF will regularly communicate with the Contractor and provide formats for reports, feedback and guidance on his/her performance and all other necessary support to achieve objectives of the assignment.

All activities and deliverables undertaken by the Contractor shall be discussed and planned in consultation with UNICEF.

7. Performance indicators for the evaluation of results:

The performance of work will be evaluated based on the following indicators:

- Completion of tasks specified in ToR;
- Compliance with the established deadlines for submission of deliverables;
- Quality of work (precision, comprehensiveness, accuracy);
- Demonstration of high standards of work with UNICEF and with counterparts.

8. Qualifications and experience

- University degree in one of the following: communication, public relations, social science, management, public administration, or a related field is required;
- At least 3 years of professional experience in public relations and communications, preferably with a focus on youth, social issues, human rights or child rights;

- Strong communication skills (written and oral), sensitivity and high ethical standards are a must;
- Experience in development of communication materials and social mobilization tools for young people and adolescents through cultural and sports activities is required;
- Proven familiarity with UNICEF in Moldova or other UN agencies and/or matters related to violence against children is desirable;
- Excellent knowledge of English and knowledge of a local language (Romanian and/or Russian) is required.

9. Content of Technical Proposal

- Short profile, including CV, diplomas, relevant certificates;
- Portfolio showcasing the range and depth of work: please include written communication materials (presentations, FAQ, fact sheets, media advisories, web articles, briefing notes, backgrounders, press releases, Facebook post etc.) produced in the last 2 years, in Romanian, Russian or English. The portfolio should demonstrate the range and depth of the work experience.

10. Content of Financial Proposal

The financial proposal shall specify an all-inclusive fee per 1 day of work (8 hours) in local currency (MDL). The fee will include all the estimated costs related to the service provided under this ToR. No additional fees will be accepted.

If not provided by ToR, UNICEF will not reimburse costs not directly related to the assignment. This contract does not allow payment of medical insurance, taxes, and sick leave.

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered or for failure to meet deadlines.

The final selection will be based on the principle of “best value for money” i.e. achieving the desired outcome at the lowest possible fee.

11. Evaluation criteria for selection

The candidate is expected to reflect in the submission of the qualifications, knowledge, and experience related to the requirements listed above. Technical evaluation will be performed through a desk review of applications, evaluation of portfolios and credentials, and if necessary, may be supplemented by an interview.

The total amount of points to be allocated for the price component is 30. The maximum number of points (30) will be allotted to the lowest price proposal of a technically qualified offer. Points for other offers will be calculated as $\text{Points (x)} = (\text{lowest offer} / \text{offer x}) * 30$.

The selection process is aimed at selecting the applicant who obtains the highest cumulative score (technical evaluation + financial offer evaluation points) following “best value for money” principle.

12. Payment schedule

The payments will be rendered on a monthly basis, as per the agreed fee and consistent to the numbers of days worked, after approval of deliverables reflected in the contract and, subsequently, as approved and reflected in the monthly task schedules, in line with the specifications of the p.5 above.

All deliverables must be timely submitted, in line with the agreed timeliness' of the monthly priority schedules, as specified under point 5 above. All deliverables, in regard to quality and completeness, must be approved in writing by UNICEF before payment is effectuated.

Deliverable	Proportion of payment
(delivered according to the timeline agreed upon with UNICEF)	
November 2020	Monthly fee payable at the end of November 2020, based on satisfactory submission of monthly progress report
December 2020	Monthly fee payable at the end of December 2020
January 2021	Monthly fee payable at the end of January 2021
February 2020	Monthly fee payable at the end of February 2021
March 2021	Monthly fee payable at the end of March 2021
April 2021	Monthly fee payable at the end of April 2021

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, not delivered for failure to meet deadlines.

13. Work arrangement and official travel involved

Under this assignment, the contractor will be expected to work 5 full days per week in the UNICEF Moldova office, or remotely, depending on the evolution of the COVID-19 epidemiological situation, with a schedule aligned to the regular UNICEF Moldova working hours.

The Individual Contractor will be entitled to Paid Time Off (PTO) credit at the rate of one-half days (1.5 days) for each full month of service, to be credited on the last calendar day of the month.

14. Support provided by UNICEF

UNICEF will regularly communicate with the contractor and provide feedback and guidance and necessary support so to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work. UNICEF will provide the contractor also with the 2018-2022 Country Programme of Cooperation between UNICEF and the Government of the Republic of Moldova; HPV+ project description and related documents; UNICEF Style guides on writing; Basic information on the projects (reports, earlier developed human stories) and suggestions on the most suitable project sites and relevant contacts.

15. Copyrights & utilization rights

The copyright of all the products will belong to UNICEF Moldova. The contractor will not be authorised to publish or reproduce them anywhere else.

16. Ethical considerations

The Contractor will ensure that the process is in line with the United Nations Evaluation Group (UNEG) Ethical Guidelines¹. The Contractor should be sensitive to beliefs, manners, and customs and act with integrity and honesty while interacting with stakeholders and beneficiaries. Furthermore, the

¹ UNEG Guidelines

Contractor should protect the anonymity and confidentiality of individual information. All participants should be informed about the context and purpose of the Assessment, as well as about the confidentiality of the information shared. The Contractor is allowed to use documents and information provided only for the tasks related to these terms of reference.

As per the DHR PROCEDURE ON CONTRACTOR AND INDIVIDUAL CONTRACTORS, together with the Notification letter, the contractor will be sent the link on UNICEF's learning platform, Agora, containing UNICEF policies on Prohibiting and Combatting Fraud and Corruption; Prohibition of discrimination, harassment, sexual harassment and abuse of authority and other relevant policies for their information and acknowledgment. The selected candidate must complete the applicable mandatory online courses on UNICEF's learning platform prior to the signature of the contract. All certificates should be presented as part of the contract.