

Consulting Services – Individual Consultant’s Selection

Republic of Moldova
Ministry of Labor, Social Protection and Family
Strengthening the Effectiveness of the Social Safety Net Project

Credit No. 5001-MD
Project ID No. P120913
Reference No. CS-S/31/IDA

Assignment Title: Communication adviser for Ministry of Labor, Social Protection and Family

The Government of the Republic of Moldova has received financing from the World Bank toward the cost of the Strengthening the Effectiveness of the Social Safety Net Project. Ministry of Labor, Social Protection and Family (MLSPF) as an implementing agency for the project intends to apply part of the proceeds for consulting services.

Objective of the assignment:

The Consultant’s will participate proactively in design and implementation of effective communication and to define the strategies, including, relation with mass media and general public. Also, the consultant role is to raise public awareness related to understanding and improving the image of social benefits reform agenda, with a particular emphasis on Ajutor Social and Heating Allowance.

Tasks and responsibilities of the Consultant:

The Consultant will be responsible for:

1. Developing the communication strategy of the Ministry of Labor, Social Protection and Family and awareness plan on social protection reforms.
2. Managing media and public relations to support reform program in social assistance domain in Moldova.
3. Pro-actively identifying the media opportunities to place the key messages related to the reform.
4. Being the primarily contact for Project-related news and events concerning the Project “Strengthening the Effectiveness of the Social Safety Net” with the main emphasis on the Ajutor Social program and Heating Allowance.
5. Providing inputs to planning, scheduling and organizing logistics for press conferences and other press events, such as briefings, interviews, off-the-record interactions, etc.
6. Drafting press releases and press backgrounders, compiling and disseminating media packages. Ensuring quality control over materials reported in the press.
7. Regularly updating media contacts database, establishing and maintaining pool of key trusted journalists that cover topics relevant to the social assistance reform in Moldova. Organizing media events, as needed.
8. Contributing to development and maintenance of the MLSPF external web site. Writing content for Project-related news and events concerning the Project “Strengthening the Effectiveness of the Social Safety Net”.
9. Advising ministry’s staff, local public authorities of 1st and 2nd level responsible for social domain and social assistance local units, on the communications regarding social assistance reform in relation to issues of potential public sensitivity from a media standpoint.
10. Helping the ministry monitor effectiveness of information campaigns and how they target key external audiences on the reforms carried out in the social protection area.

Subordination, cooperation and duration of the work/assignment:

- The consultant will report to the Project manager and coordinator.
- The Consultant will work on full time basis (Monday-Friday) from 8.00 AM to 17.00.
- Contract period: one year with a possibility of extension upon positive performance of the Consultant. The assignment is expected to commence on October 2015.

Qualification Requirements:

1. MA in journalism or other communication sciences and 3 or more year's experience in the field;
2. Excellent skills in producing written and/or visual materials for mass media.
3. Good understanding of communications approaches, tools and methodologies related to planning, executing, and monitoring media outreach campaigns.
4. Knowledge and understanding of the media market in Moldova. Extended media contacts.
5. Good knowledge of social, political and development issues in Moldova.
6. Proven experience of working in public relations for the corporate sector or a key multilateral or bilateral donor is a plus.
7. Good knowledge of social, political and development issues in Moldova.
8. Excellent computer skills; ability to use standard Bank technology packages, e.g., Word, Lotus Notes, PowerPoint, Internet, Excel, etc; web-publishing skills an advantage.
9. Good understanding of the social policies and institutions.
10. Strong interpersonal skills and ability to work effectively with internal/external partners.
11. Excellent verbal and written communication skills, strong presentation skills.
12. Spoken and written fluency required in Romanian and Russian. Good command of English.

Ministry of Labor, Social Protection and Family now invites eligible individual consultants to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

	Shrotlisting criteria	Points
1.	Academic background and professional qualification	20
2.	Adequacy for the assignment	70
3.	Language knowledge	10

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers* edition January 2011 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. The Consultant will be selected in accordance with the Selection Of Individual Consultants method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours from 9.00 to 17.00 hours Chisinau time.

All applicants are requested to submit a letter of intention and a professional CV in Romanian and English (on paper or electronically by e-mail) to the address below.

Ministry of Labor, Social Protection and Family, 5th floor, room no.501
Attn: Serghei Merjan, Procurement Consultant
Vasile Alecsandri Street, #1, MD-2009, Chisinau, Republic of Moldova
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Deadline for applications is October 20, 2015, 11:00 A.M. (Chisinau time)
Only those selected will be contacted.

[Terms of reference for the assignment](#)