

**Modernization of Government Services
in the Republic of Moldova
Project ID No. P148537**

TERMS OF REFERENCE

**NATIONAL CONSULTANT
STRATEGIC COMMUNICATION SPECIALIST**

I. Background

The Government of Moldova is determined to fundamentally change the way how public services are provided in Moldova through a variety of interventions for modernization of service delivery, which combat corruption, foster a customer care culture, enhance access, as well as increases efficiency in the Moldovan public administration. From 2006 to 2013, Moldova modernized its civil service legislation and administrative processes under the Central Public Administration Reform (CPAR), supported by the World Bank's administered CPAR Multi-donor Donor Trust Fund. In July 2016, the Government of Moldova has approved the Public Administration Reform Strategy for 2016-2020¹, that keeps the modernization of public services delivery process among its main objectives. This fact reconfirms Government's determination in the modernization of the administrative service delivery system by improving access to these services through various channels, their efficiency, reduction of unnecessary administrative burdens and cost of services for both beneficiaries and service providers, ensuring a stable level of quality of administrative services.

To achieve the stated objectives, the Government has requested the World Bank's assistance for a PAR operation, that became effective in June 2018, called Modernization of Government Services Project (MGSP, the Project).

The design of the project takes into account the Government of Moldova's vision, stated in the Public Administration Reform Strategy 2016-2020 and makes extensive use of institutional and technological achievements of Governance e-Transformation Project (GeT) implemented by the Government of Moldova and World Bank in the period between November 2011- December 2016. The project aims to achieve improvements in access, efficiency and quality of delivery of selected administrative services through the following components:

1. Administrative Service Modernization

The key activities under this component focus on re-engineering a group of government to citizen and government to business administrative services, piloting of one-stop-shops for public service delivery in selected locations and explore the possibility of rolling out at national level; increased awareness of citizens on public services and availability of e-services.

2. Digital Platforms and Services

The main objective of this component is to digitize select re-engineered government services; complete and strengthen a common infrastructure and mechanisms for rapid deployment of ICT-enabled public services; introduce government wide IT Management and Cyber Security standards and procedures. It will finance the acquisition of additional shared computing infrastructure elements, digitization of services needed to deliver Government services electronically and development of IT Management and Cyber Security standards and procedures as well as learning management system to mainstream them within the government.

¹ <http://lex.justice.md/index.php?action=view&view=doc&lang=1&id=366209>

3. Service Delivery Model Implementation

The objective of this Component is to ensure that the institutional capabilities of key government agencies are aligned with and support the new model of public services delivery.

4. Project Management

This Component supports the Project Implementation Unit (PIU), based in the e-Governance Agency (eGA) and ensures the activity the core e-Governance Agency team.

II. Objectives

The e-Governance Agency seeks to recruit a National Consultant - Senior Strategic Communication Specialist (hereafter Consultant) with extensive experience in the field of communications, public relations, media (including digital media), and citizen outreach. The Consultant will support the eGA to strategize and implement most efficient and effective external communication to inform about e-governance products and platforms, as well as the objectives, outcomes, activities and benefits of the Modernization of Government Services Project/ MGSP.

The main objective of the assignment is to optimally increase the visibility of eGA, the citizens' awareness about e-governance products and services, and boost the understanding of MGSP selected service providers – the Project beneficiaries, the eGA partners from the public and private sector about the MGSP activities and results, as well as contribute to a better uptake of e-services developed under the Project.

III. Scope of work

The Consultant will undertake the tasks related to design, management and implementation of strategic communication and public relations with a view to promote eGA and MGSP project via targeted public and media outreach through innovative ways of information dissemination. The specific responsibilities of the Consultant are as follows:

Communications strategic planning and implementation oversight

- Review the draft of the eGA Communication and Advocacy Strategy and make sure it outlines:
 - a. Key stakeholders, strategic partners, messages and desired outcomes for eGA by target group;
 - b. Distribution channels, including justification of how these channels will enable reaching socially vulnerable groups (women, youth, elderly, linguistic/ethnic minorities, people with disabilities, people living in remote areas, people with low literacy levels, people with low IT skills or limited access to digital tools, etc.);
 - c. Envisaged timeframe for the delivery of key outputs and messages.
- Input to the Communication Action Plans, for specific product launches or similar newsworthy events.
- Design the Citizen Outreach and Advocacy Campaigns and coordinate their implementation, with focus on:
 - a. citizen engagement in public services modernization;
 - b. social inclusion of all societal groups, ensuring proper attention is given to the use of gender-sensitive language and visual materials.
- Oversee the implementation of the Communication and Advocacy Strategy and Citizen Outreach and Advocacy campaigns by ensuring the necessary communication and overarching coordination with the contracted Firm and fulfilling a quality assurance role, inclusively.

Content creation

- Define Communication products meant for: eGA webpage, social media platforms, and relevant government online platforms (servicii.gov.md, date.gov.md etc.) and develop templates for them.
- Lead the development (from design to production) of communication and promotion materials relevant to eGA activities, services and products (such as: leaflets, posters, info cards, infographics, scripts, , news, press releases, media kits, newsletters, summarized yearly activity reports and information notes packaged for the public briefs etc.).

PR efforts and crisis communication management

- Coordinate public events management (from design to launch).
- Act as spokesperson in public appearances on eGA, including MGSP-related subjects, upon necessity.
- Ensure the consistency of communications efforts by various government agencies involved in the project to ensure that key messaging is coherent;
- Support the eGA Management team to properly and timely perform crisis prevention and mitigation activities as appropriate.

IV. Outputs

The outputs of the Senior Strategic Communication Specialist will include:

- The eGA Communication and Advocacy Strategy revised and properly updated;
- Communication Action Plans for eGA developed;
- Design of Citizens' Outreach and Advocacy Campaigns;
- Evaluation Reports on the implementation of the Citizens' Outreach and Advocacy Campaigns;
- Templates and content for various communication materials (in paper, audio, visual and online form) created and coordinated;
- List and templates of communication products developed;
- Individual Consultant Activity Reports submitted on quarterly basis.

V. Timing

This is a full-time assignment expected to commence in early September 2020 with a trial period until December 2020. The initial contract will be signed for a period of 12 months and can be extended subject to the Consultant's good performance and the same fee rate.

VI. Institutional arrangements

The Consultant will work under the direct supervision of and report to the MGSP Project Manager/ Head of Institutional Management Department and to the Head of PR and Partnerships Unit. The Consultant will undergo an internal evaluation of performance using an individual standard Performance Evaluation Form that will be completed and updated by the Consultant, discussed with and approved by eGA, every 12 months. The first evaluation will cover the trial period.

VII. Resources

The e-Governance Agency will provide working space, office equipment and communication facilities, as well as any other necessary means and support for Consultant to carry out this assignment.

VIII. Qualification requirements

- University degree in areas such as communications, public relations, journalism, social studies or other related fields;
- At least 7 years of demonstrated work experience in communication, media, digital media, in private or public sector;
- Experience in drafting and implementation of communication strategies;
- Experience in the design, coordination and implementation of large public awareness campaigns;
- Experience in the design, coordination and organization of large-scale public events;
- Experience in communication, media, including digital media;
- Knowledge of Romanian, English and Russian;
- Experience in coordinating communication, PR and advocacy efforts in projects supported by the development partners would be an advantage;
- Experience of working with graphic design software such as Canva, Crello, PicMonkey and content administration of web pages on Drupal platform would be an asset;
- Knowledge of Public Administration and e-Governance issues would be an asset;
- Knowledge of latest trends, approaches and tools to ensure Social Inclusion and Citizen Engagement in corporate or public governance would be an asset.