

MOLDOVA EDUCATION REFORM PROJECT (MERP)
TERMS OF REFERENCE
COMMUNICATION CONSULTANT
(PART-TIME)

A. BACKGROUND

„Moldova Education Reform” Project (MERP) is a World Bank-financed Project to be implemented between April 2013 and June 2020.

The total cost of original credit is SDR 26.1 million (USD 40 million equivalent) and the Additional Financing in the amount of SDR 7.1 million (US\$ 10 million equivalent) is provided to the Republic of Moldova in support of Moldova Education Reform Project.

The MERP supports the Government of Moldova (GoM) reform program by financing activities that will strengthen the quality of education and lead to a more efficient education sector. Through this Project, the World Bank support the GoM in implementing the needed reforms, which include initiatives for:

- Improve learning conditions in targeted schools;
- Strengthen the education monitoring systems;
- Promoting efficiency reforms in the education sector.

The objective of the Project is to improve learning conditions in targeted schools and strengthen the Recipient’s education monitoring systems, while promoting efficiency reforms in the education sector. MERP’s focus is to support interventions that would lead to improvements in the quality and efficiency of primary and general secondary education. Specifically, the AF would allow Ministry of Education, Culture and Research (MoECR) to expand the coverage and depth of selected activities already initiated under MERP, such as teacher and school managers’ training, participation in PISA, and development of an additional module to EMIS (TVET module) and roll-out of the preschool module.

The MERP has three components:

- A. “Strengthening the Quality of Education”,
- B. “Improving the Efficiency of the Education Sector”
- C. “Improving the Ministry of Education, Culture and Research’s Capacity to Monitor the Reform”.

Component C has the objective to finance Technical Assistance (TA) for the MoECR to support the implementation, monitoring and measurement of the MERP. Under component C, the World Bank offers technical assistance to help the Ministry of Education, Culture and Research of Moldova in the achievement of the project activities, through making available global knowledge and technical expertise.

In this context, a local individual PR/communication consultant will be hired that will assist and provide technical support to the Ministry of Education, Culture and Research (relevant Divisions and Departments involved in the Project implementation) and Project management team in order to increase public awareness, to ensure systematic communication of MERP progress and to conduct, monitor and evaluate PR campaign during the project implementation.

B. OBJECTIVE OF THE CONSULTANCY

The local communication officer/consultant shall provide technical assistance to the Ministry of Education Culture and Research (MoECR) to increase public awareness, to ensure systematic communication of MERP progress and results as well as to conduct, monitor and evaluate PR campaign during the project implementation.

C. SPECIFIC TASKS

The local communication/PR consultant will have the following responsibilities:

- 1. Develop and coordinate the implementation of the Communication Strategy for Moldova Education Reform Project:**

- To develop and update, as appropriate, the PR and Communication Strategy and work plan for MERP;
 - Provide support and improve the ToRs or/and technical specifications during the selection process of the Companies that will be mainly in charge of the Project Communication and PR strategy implementation;
 - Coordinate the overall acceptance and approval process of the Reports and all communication activities/materials (press releases, thematic articles, announcements, etc.) developed by contracted companies within MERP;
 - Participate in project events, field trips visit to project sites and ensure development of info articles on project progress and results, beneficiaries, input from stakeholders, LPAs, and disseminate them on MoECR website and local and national mass media;
 - Prepare information notes for MoECR's key staff and related employees on the areas of MERP implementation, as appropriate;
 - Organize and moderate press conferences and press briefings on topics related to MERP;
 - Collaborate with responsible staff / similar subdivisions within the organizations/firms involved in the implementation of MERP.
- 2. Oversee and provide quality control to the design of publicity and informational material on project implementation:**
- Review the developed publicity and information materials (text, printed, audio/visual) to be broadcasted/published by/in mass-media resources and on MoECR website;
 - Review of press-releases, articles/interviews, announcements related to project activities and achieved results developed by contracted Companies.
- 3. Monitoring of MERP communication activities:**
- Support the monitoring and evaluation of contracted companies' activities involved in the PR and communication campaign to ensure the communications objective s are met and the strategy is effective, and provide suggestions of improvements, as appropriate;
 - Monitoring of national media, including social media, qualitative and quantitative analyses of publications related to MERP during the project implementation;
 - Monitor the broadcasting of video and audio materials in national TV and Radio channels and propose improvements.
 - Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary, and these communication indicators are incorporated the annual work plan
 - Undertake lessons learned review of successful and unsuccessful communication experiences and share observations/findings with the project
- 4. Managing media relations**
- Lead Project relationship building with press in country; maintain and update database of relevant press;
 - Respond timely and clearly to media inquiries and to a variety of inquiries and information requests related to the Project; prepare related correspondence; identify topics, background information, news-related development and coverage of interest;
 - Organize roundtable discussions, press conferences, and briefing sessions with press on the Project related matters.

D. DURATION

It is expected that the consultant shall begin work in September 2019. The consultancy services will last till June 2020 with possible extension throughout the life of the project.

E. CONSULTANT'S REPORTING OBLIGATIONS

The Consultant will report to Project Coordinator and coordinate its activity with relevant Divisions and Departments involved in the Project implementation from the MoECR. The consultant shall provide brief monthly activity reports in hardcopy (in Romanian) and electronic form (MS environment).

The consultant will liaise at all times with relevant Divisions and Departments involved in the Project implementation from the MoECR and Project team, who will provide advice, guidance and information as appropriate.

The MoECR and Project team will provide the Consultant with necessary support to complete the assignment: project documents necessary for assignment accomplishment, necessary work conditions, including office space, telephone, fax and other office equipment and supplies.

F. MINIMUM QUALIFICATIONS

The Consultant should meet the following qualifications:

- Academic background in journalism, communication or other relevant area;
- At least 3 years of professional experience in communication, work experience in projects financed by international organizations will be an asset;
- Strong experience in organizing and implementing of communication campaigns (involving TV, radio, written media, web media etc.);
- Excellent computer skills;
- Flexibility and good analytical skills;
- Good knowledge of Romanian and Russian languages.