

REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTANT SERVICES – LOCAL INDIVIDUAL CONSULTANT)
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Republic of Moldova

Moldova Emergency COVID-19 Response Project

Project ID No. P173776

Ref. no.: MD-MHLSP-200360-CS-INDV

Assignment Title: Consultant/Communication, mass-media and public relations for providing support to the Ministry of Health, Labor and Social protection of the Republic of Moldova

The Government of the Republic of Moldova has received financing from the World Bank (Bank) toward the cost of the Moldova Emergency COVID-19 and intends to apply part of the proceeds toward payments under the contract for Consultant/Communication, mass-media and public relations for providing support to the Ministry of Health, Labor and Social protection of the Republic of Moldova.

With this purpose, the Ministry of Health, Labor and Social Protection seeks to contract an experienced individual local consultant to provide the communication infrastructure planned within the Communication Strategy of the Ministry of Health, Labor and Social Protection, as well as of the COVID-19 Action Plan and to ensure the communication policy implementation in relation to relevant actors within and outside the institution.

The overall objective of this consultancy is to provide the communication infrastructure planned within the Communication Strategy of the Ministry of Health, Labor and Social Protection, as well as of the COVID-19 Action Plan and to ensure the communication policy implementation in relation to relevant actors within and outside the institution. The consultant, as well will ensure the professional and institutional capacity building of the Information and Communication Service of the Ministry of Health, Labor and Social Protection in communication with relevant health institutions (both public and private) and external key stakeholders as mass media institutions, civil society, associations of users, professional unions and other stakeholders, in the context of COVID-19 pandemic. The designation of the assignment will also contribute to promote a positive image of the Ministry of Health, Labor and Social protection through a proper approach of activities and on-going reforms and the increased visibility of achievements and policy initiatives of the Ministry of Health, Labor and Social Protection.

To achieve these objectives, the consultant will have the following specific responsibilities related to the assignment:

- Planning and carrying out communication actions in the context of informing the population about COVID-19 infection. Include them in an Action Plan. The communication actions will be adapted to the national epidemiological situation and according to the objectives of the “Moldova Emergency COVID-19 Project”;
- Elaboration of informative materials, video / audio, infographics, leaflets, etc. regarding the information of the population about the protection measures in the context of COVID-19;
- Planning communication actions with the media;
- Providing support in the implementation of the Communication Strategy of the Ministry of Health, Labor and Social Protection, as well as the Communication Strategy in case of crisis in public health;
- Support in planning and conducting MoHLSP communication campaigns in the context of the COVID-19 pandemic;
- Development of mechanisms for monitoring the population's knowledge about COVID-19 and the image of MoHLSP in the context of epidemiological situation management;

- Providing support to the management of MoHLSP, in public communication, elaboration of main messages, organization of conferences / briefings, in the context of COVID-19;
- Close collaboration with the Communication and Information Service of MoHLSP, the National Communication Group on COVID-19 and the development partners on the planning and development of public information actions in the context of COVID-19;
- Etc.

Consultant qualification criteria:

- University degree in communications, journalism and/or public relations;
- Master degree in the related field will be considered as an advantage;
- At least 4 years of experience in the field of communication and public relations;
- Experience in working with governmental authorities and international organizations;
- Experience in the field of health communication and in public health crisis management / communication management in COVID-19, will be considered as an advantage;
- Ability to speak out in front of the camera;
- High skills to manage crisis communication.
- Experience gained in consultation with officials in public sector in communication related to strategic reforms, communication monitoring and evaluation, experience in organizing communication events at National and Local levels, etc.
- Ability to communicate effectively with senior interlocutors, good communication skills with media, civil society and other stakeholders;
- Excellent skills for the development and presentation of statements/messages, proven ability in reporting / writing website content, new articles, information on expressed opinions;
- Ability to work independently, sense of time management and the ability to analyse deeply, planning skills;
- Computer proficiency, including knowledge of MS Office products (Word, Excel, Power Point), ability to use internet;
- Ability to establish interpersonal relationships;
- Tolerance, calm and perseverance;
- Capacity for Self-planning and good classification in terms of work;
- Ability to work in a team;
- Knowledge of Romanian and English.

Personal qualities: responsibility, creativity, readiness and punctuality.

The Communication Consultant will work on a full-time basis.

Deadline for presenting the Expressions of Interest is November 15th, 2020, 24:00 at the e-mail address: natalia.belicov@msmps.gov.md, indicating the assignment title.