

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

Extended deadline

Republic of Moldova

Moldova Emergency COVID-19 Response Project

Project ID No. P173776

Assignment Title: No.2_Consultant/Communication, mass-media and public relations for providing support to the Ministry of Health in promoting the image and activity of the Ministry, as well as the national efforts to combat the COVID-19 pandemic.

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 in promoting the image and activity of the Ministry, as well as the national efforts to combat the COVID-19 pandemic.

With this purpose, the Ministry of Health seeks to contract an experienced individual local consultant to provide the communication infrastructure planned within the Communication Strategy of the Ministry of Health, 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 promote the image and activity of the Ministry, as well as the national efforts to combat the COVID-19 pandemic, as well as participation in carrying out the communication actions initiated by the ministry, including on the COVID-19 segment and vaccination, in support of the Information and Communication Service with the media of the MoH.

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

- Elaborates press releases and press materials on the activity of the Ministry, the management of the COVID-19 pandemic and the vaccination process;
- Participates in the organization and development of communication campaigns of the Ministry;
- Monitors the media sources and prepares daily an analytical report of media presence on the activity of the Ministry, the epidemiological situation and the vaccination process against COVID-19;
- Provides support to the Information and Communication Service with the media of the Ministry in organizing public events and press conferences;
- Participates in the development, editing and distribution of regular publications, information materials;
- Takes photos and videos, if necessary, to promote the communication actions of the Ministry
- Etc.

Consultant qualification criteria:

- University degree in communication and public relations, journalism and/or philology;
- At least 3 years of experience in the field of communication and public relations, mass-media/journalism;
- Experience in the health area will be considered as an advantage;

- Experience in developing and implementation of the communication campaigns;
- Texts writing and drafting skills;
- Knowledge in the field of management of web pages and social networks;
- Knowledge of multimedia materials development;
- Knowledge of Romanian;
- Knowledge of Russian and English languages at intermediary level.

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 14th, 2021, 17:00 at the e-mail address: natalia.belicov@ms.gov.md, indicating the assignment title: **No.2_Consultant/Communication, mass-media and public relations for providing support to the Ministry of Health in promoting the image and activity of the Ministry, as well as the national efforts to combat the COVID-19 pandemic.**