



**ADVANCING HUMAN RIGHTS BASED-  
POLICING IN MOLDOVA PROJECT  
2018-2021**



This project is funded by the  
European Union

Co-funded and implemented by  
Soros Foundation-Moldova

**Terms of Reference**

- I. **Title:** PR consultancy & communication services
- II. **Type of Contract:** Service Agreement
- III. **Contract Duration:** 1 year (with up to 2 years' extension)
- IV. **Deadline for application:** February 21, 2019

**V. Background**

Advancing Human Rights-Based Policing in Moldova project is a three-year programmed action that will assist the Moldovan police to secure human rights standards and practices while safeguarding public order and security. The project will also bridge the police and Moldovan communities by facilitating community-policing initiatives aimed to translate community-policing policies into meaningful and replicable examples nurtured and implemented at the grass root level.

**VI. Scope of Work, Responsibilities**

PR consultancy & communication services will consist of developing a communication and visibility plan that will highlight in a dynamic way the impact of the EU support. The communication activities should focus on development with the EU as partner and on the achievements and impact of the action.

**VII. Summary of Key Functions:**

All communication and visibility activities should be carried out in close cooperation with Delegation of the EU.

PR consultancy & communication services consist of:

- Develop a communication and visibility plan (CVP to enhance the awareness, understanding and knowledge of the key stakeholders in the government and civil society;
- Obtain the EU's approval of the CVP by the start of the implementation of operational activities, according to the established template.(section 2.3 Communication and Visibility in EU-financed external actions Guide, 2018);
- Conceptualize, design and develop materials with appropriate and relevant messages tailored for key stakeholders using formats as appropriate as such text (press releases, leaflets, brochures and newsletters), graphics, imageries, infographics, video, printed materials, banners, etc.
- Design a standard publication layout for the action to use in future publications;
- Support project events (launches, round-tables, trainings etc.) with a view to issue actionable recommendations to improve event management, outreach and advocacy around key dimensions;
- Specify appropriate communications channels, dissemination methods and media such as video, print, web/online media, traditional media and social media to effectively communicate key messages to specific stakeholders and action partners;

- Coordinate through the EU Delegation, with the Delegation's Technical Assistance Project implementing the "Strategic communication and support to mass-media" project
- Contribute to identifying new and creative ways to enhance visibility and outreach of action's deliverables and results;
- Comply with all the communication and visibility criteria outlined in section 2.1.1 of Communication and Visibility in EU-financed external actions Guide, 2018;

## **VIII. Deliverables**

Communication and visibility plan to prioritize advocacy and awareness raising efforts; target groups, stakeholders and partners, channels, tactics, positioning messages, outputs and activities, communications and outreach tools/channels etc.

## **IX. Qualifications and Competencies**

- Master's degree in media relations, journalism, international relations or related studies;
- A minimum of 5 years of experience with a proven professional recording working in the field of media and communication, with media channels and online communication platforms;
- Prior experience to the work in EU Projects is an advantage;
- Prior experience of work with police and knowledge of the human rights context is an advantage;
- Ability to produce a wide range of communication supports, including infographics, presentations, videos and layouts for both web and print;
- Fluency in English.

## **X. Documents to be included when submitting the proposals**

Interested individuals/companies must submit the following documents/information to demonstrate their qualification:

1. Cover letter (up to 1000 words) explaining why you are the most suitable candidate for this assignment;
2. CV including past experience and at least 3 references.

## **XI. Financial Terms**

**Payment base: per hour;**

Cost: 1 hour = 18,75 euro (Private individuals cost with all taxes included/companies – cost with VAT exemption). First year contract – up to 56 working hours.

Applications should be submitted through an e-mail titled "PR consultancy & communication services.EU Project" to the following e-mail address: [mburduja@soros.md](mailto:mburduja@soros.md)