

**Cadrul de cooperare programatică
pentru Armenia, Azerbaidjan, Georgia, Republica Moldova, Ucraina și Belarus**

**Programmatic Cooperation Framework for
Armenia, Azerbaidjan, Georgia, Republic of Moldova, Ukraine and Belarus**



Project on “Strengthening the capacities of the Centre for Continuous Electoral Training”

Division of Electoral Assistance and Census, DGII, Council of Europe

Terms of Reference

Title:	Expert on communication
Activity:	Assistance to the communication strategy and plan of the Centre for Continuous Electoral Trainings Assistance to training curricula of the Centre for Continuous Electoral Trainings Assistance to inter-institutional co-operation between the Centre for Continuous Electoral Trainings and other training institutions
Project:	PCF Project “Strengthening the capacities of the Centre for Continuous Electoral Training of the Republic of Moldova”
Mission period in Chisinau:	4 days from 25 to 28 April 2016 3 days between 23 to 27 November 2016 3 days between 3 to 7 October 2016

Background:

The Centre for Continuous Electoral Training (CCET) under the Central Election Commission of the Republic of Moldova was established in accordance with article 26 of the electoral Code of the Republic of Moldova, by CEC decision nr. 1030 of 9 December 2011. It actually started to be operational since April 2013 when it initiated a comprehensive training programme of election officials, judges, citizen observers, candidate and political party representatives.

The Council of Europe started to assist the CCET following the adoption in February 2014 of the Action Plan between the Government of Moldova and the Council of Europe for 2014 - 2016. One of the priorities of the Action Plan’s sector on functioning of democratic institutions and good governance is to provide technical

assistance to address the needs of the Central Election Commission (CEC) and the Centre for Continuous Electoral Training under the CEC in the context of preparations for the next cycle of elections (2014 parliamentary, 2015 local and 2016 presidential).

On the basis of the Action Plan as well as previous joint opinions by the Venice Commission and OSCE/ODIHR, OSCE/ODIHR EMO, Action Plan of the Honouring of the Republic of Moldova's commitments towards the CoE, Central Election Commission Strategic Plan 2012 – 2015, the CoE articulated a cooperation project on "Strengthening the capacities of the Centre for Continuous Electoral Training (CCET) under the Central Election Commission of the Republic of Moldova". The 3 years project is financed by the European Union, under the Programmatic Cooperation Framework. It aims at contributing to the consolidation of a modern, dynamic and flexible electoral training institution able to offer high quality trainings to various electoral stakeholders in line with applicable European and international standards.

The current project intends also to contribute to the fulfillment of the Moldova EU Association Agenda that foresees *inter alia* to:

- Upgrade the legal framework for financing political parties and electoral campaigns in the light of the joint opinions of the OSCE/ODIHR and the Venice Commission and the recommendation made by the Group of States against Corruption (GRECO) on the transparency of party funding.
- Involve civil society organisations in collecting information and monitoring policies. In our case NGOs in charge of domestic observation will monitor the implementation of recommendations by the OSCE/ODIHR and PACE election monitoring reports.
- Promote women's participation in decision-making and public and political life, and carry out targeted activities in these areas.

The target groups of the project are: staff of CCET; trainers; local public administration representatives responsible for Voters' Lists; electoral officials; domestic observers; judges; members of political parties.

Objectives:

The Activity is aimed to promote free and fair elections through the provision of professional training of electoral stakeholders by the Centre for Continuous Electoral Trainings of the Central Election Commission. More specifically the Activity will contribute to:

- 1) finalising the communication strategy of the CCET through the drafting of a communication plan and a budget for its implementation for 2016 - 2018;
- 2) increasing the inter-institutional co-operation with other institutions in charge of training of electoral stakeholders in the Republic of Moldova;
- 3) improving the quality and visibility of training programmes of the CCET

Tasks and Deliverables of the expert:

From 25 to 27 April 2016:

- 1) to improve the draft communication plan and budget of CCET in view of its presentation at a brainstorming seminar with communication officers from other institutions in charge of the training of electoral stakeholders in the Republic of Moldova

- 2) to coach the CCET staff on communication tools, planning and implementation

On 28 April 2016:

- 3) to provide an agenda for the brainstorming seminar
- 4) to conduct the brainstorming exercise aimed at presenting the CCET communication plan and at receiving feedback from communication officers of other institutions
- 5) to summarize the results of the activity and send a mission report to the Secretariat by **13 May 2016**

From 3 to 7 October 2016:

- 6) to contribute to the drafting of the agenda for the expert meeting on training curricula of the Centre for Continuous Electoral Trainings
- 7) to take part in the expert meeting on training curricula of the Centre for Continuous Electoral Trainings with regard to improving the visibility of the training activities of the Centre
- 8) to summarize the results of the activity and send a mission report to the Secretariat by **15 October 2016**

From 23 to 27 November 2016:

- 9) to contribute to the drafting of the agenda of the conference on inter-institutional co-operation between the Centre for Continuous Electoral Trainings and other training institutions
- 10) to take part in the Conference above by giving input aimed at strengthening the external communication of the CCET
- 11) to summarize the results of the activity and send a mission report to the Secretariat by **15 December 2016**

Required qualifications:

Qualifications and skills:

- University degree, preferable in communications, journalism or equivalent.
- Computer literacy; general knowledge of web site management.
- Excellent written and oral communication skills.
- Proven fluency in oral and written English.

General professional experience:

- Preferably at least 10 years international experience in the field of communication and public information preferably in an international cooperation or development assistance environment.
- Demonstrated experience at senior level of effective communication strategy formulation and implementation.
- Familiarity with communication tools, including mass information campaigns.
- Demonstrated experience at senior level of effective training strategy formulation, organisational support and management.

Specific professional experience:

- Confirmed experience in working with government institutions in the countries of Eastern Partnership would be an asset
- Previous experience in assisting electoral stakeholders in Moldova would be an asset.

Fees, status and rules on award of contracts:

Expert CVs will be assessed, according to the following award criteria and weighting:

- Qualification and skills (50 %)
- General professional experience (40 %)
- Specific professional experience (10 %)

Only one candidate will be chosen and recruited in line with the Rule No1333 of 29 June 2011 on the procurement procedures of the Council of Europe¹ and Council of Europe Instruction No59 of 21 December 2007 on consultant's contracts². The fees will be established depending on professional experience, qualifications and skills. For indicative purposes, the level of fees corresponds to approximately EUR 500 per day of providing services. Any task related travel and subsistence expenses will be reimbursed according to the Council of Europe's Rules for the reimbursement of persons travelling at the charge of the Council of Europe budgets.³

¹ Available at: <https://wcd.coe.int/ViewDoc.jsp?p=&id=1807541&direct=true>

² Available at: <https://wcd.coe.int/ViewDoc.jsp?p=&id=1231395&direct=true>

³ Available at : https://search.coe.int/cm/Pages/result_details.aspx?ObjectID=09000016805ceb14