



**Terms of Reference for  
Consulting Services**

for

***Communication and Knowledge Management Specialist***

**Submission date: September 27, 2023**



## Foreword

These terms of reference have been prepared by *CPIU IFAD* and are based on the 1<sup>st</sup> edition of the IFAD-issued standard procurement documents template for terms of reference available at [www.ifad.org/project-procurement](http://www.ifad.org/project-procurement) This document is to be used for the procurement of services in projects financed by IFAD.

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## **Terms of Reference (TOR)**

### **Communication and Knowledge Management Specialist**

#### **1. Client**

The client for this assignment is the Consolidated IFAD Programme Implementation Unit (CPIU IFAD) which is responsible for day-to-day management and implementation of two ongoing projects: Rural Resilience Project (RRP) and Talent Retention for Rural Transformation (TRTP) which has established a robust and well-recognised track record of competent and diligent programme management of IFAD's previous and ongoing projects.

#### **2. Country background**

Moldova is a small lower-middle-income economy. Although it is among the poorest countries in Europe, it has made significant progress in reducing poverty and promoting inclusive growth since the early 2000s. Agriculture is a central pillar of the Moldovan national economy and the main source of livelihood in rural areas. The last years are marked by drought, which highlighted another major vulnerability of the country - increased exposure to climate shocks. Climate change and its consequences on agriculture and forestry in Moldova are the key topics discussed at Government level.

#### **3. Background on projects**

The Rural Resilience Project (RRP), the seventh IFAD programme in Moldova (IFAD VII), financed by IFAD and ASAP, and local contribution, was designed to be implemented during 72 months period, starting from 14<sup>th</sup> of August 2017 and completing 30<sup>th</sup> September 2023. ASAP Grant completion date extended - 31/03/2024.

Talent Retention for Rural Transformation Project (TRTP), the eighth programme in Moldova (IFAD VIII), financed by IFAD and Adaptation Fund (AF), and local contribution, was designed to be implemented during 81 months period, starting from 1<sup>th</sup> of July 2020 and completing 30<sup>th</sup> March 2027. The RRP and TRTP are joint GoM and IFAD response to the significant challenges facing the rural poor and strengthening resilience to climate change, increasing competitiveness and economic opportunities for small farmers in rural areas.

#### **4. Background of the assignment**

The success of interaction among the diverse set of programme stakeholders will depend largely on the quantity, quality and timeliness of information flowing among them. The programme will package and disseminate information to the respective stakeholders in the appropriate formats (e.g. brochures, studies, articles, newsletter, and internet), using the central knowledge management and communication platform. This knowledge-sharing process will be supported by a well-focused series of workshops and joint learning events. Where applicable, national knowledge networking will be supported to build and share approaches, tools, methodologies, technologies and best practices.

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of workshops and joint learning events. Where applicable, national knowledge networking will be supported to build and share approaches, tools, methodologies, technologies and best practices. Under the direct supervision of CPIU director, the Knowledge Management and Communication Specialist shall be responsible for the implementation of the project Knowledge Management and Communication activities and, the facilitation and monitoring of the partnerships with the Knowledge and Communication Networks for the effective implementation of the ongoing and upcoming Programs. She/he will be responsible for the project overall Knowledge and Communication Systems and its alignment with CPIU Annual Work plans.

### **5. Objectives of the assignment**

Under the direct supervision of CPIU director, the Knowledge Management and Communication Specialist shall be responsible for the implementation of the project Knowledge Management and Communication activities and, the facilitation and monitoring of the partnerships with the Knowledge and Communication Networks for the effective implementation of the ongoing and upcoming Programs. She/he will be responsible for the project overall Knowledge and Communication Systems and its alignment with CPIU Annual Work plans.

### **6. Scope of work**

**As to knowledge management, the specialist shall:**

As a communication specialist, he/she will have the following responsibilities:

- Managing the CPIU's & project's relations with the media as a spokesperson;
- Writing and distributing press releases;
- Monitoring the occurrence of media communications and online communication;
- Writing articles, notes, texts for success stories and audiovisual publications;
- Providing a communication package in support of the project key events and conferences, as well as partner countries and institutions;
- Providing support to other communication experts in designing and formatting communication and knowledge papers/documents on IFAD programme and projects;
- Reviewing, editing, and producing progress and technical reports;
- Elaborating presentations, graphics, text boxes, and headings to help clarify key messages and simplify explanations;
- Developing a communication strategy and Action Plan and supervise for its effective implementation (publications, media communication);
- Implementing the external communication strategy and plan, through specific public relations and publicity activities;
- Updating the CPIU web page and providing support to the staff in documenting and collecting information for dissemination;
- Updating constantly the list of media contacts, suppliers, and service providers, and collaboration offers with communication/advertising agencies and related service providers and monitors compliance with delivery deadlines;
- Elaborating and periodic presentation of activity reports being included in the semi-annual and annual reports;
- Initiating and maintain the internal communication policy;

- Monitoring and informing colleagues of the annual calendar of seminars, conferences, fairs and profile exhibitions, and any such events;
- Ensuring that all visual materials comply with the rules of CPIU's identity;
- Taking over, classifying complaints, and carries out the necessary activities, constantly monitoring their remedial actions;
- Providing information to both management and colleagues to make decisions of mutual interest;
- Setting the agenda for CPIU meetings, discussions, summarizes and reaffirms points of view;
- Collaborating with CPIU and project team members to define and solve problems, thus becoming part of the strategic planning team;
- Strengthening the collaboration relations of CPIU with the program partners, beneficiaries, and stakeholders;
- Facilitating the submission of reports and notes on the achievement of results to hierarchically superior organizations in the country and abroad;
- Elaborating presentations, graphics, and texts, for sending the simplest and most explicit messages;
- Maintaining the records of the IFAD library.

As a Knowledge Management specialist, he/she will perform the following responsibilities:

- Developing a communication and KM Plan and supervise for its effective implementation;
- Identifying existing gaps in employee competencies and facilitates the participation of CPIU IFAD specialists in specialized training, seminars, workshops;
- Developing and providing training to CPIU IFAD team members, in accordance with the needs of employees;
- Ensuring the dissemination of relevant information among CPIU IFAD team members;
- Promoting the culture of “information distribution” within CPIU IFAD.

### **Competencies**

- Excellent command of Romanian and English, Russian will be a strong asset;
- Excellent writing skills in Romanian, English and Russian in preparing briefs, reports, human interest stories, news, articles and similar work for various audiences;
- Solid understanding of and hands-on experience in communications and outreach/advocacy;
- Ability to produce well-written text, including use of gender and conflict-sensitive language;
- Ability to develop presentations in PPT or other similar software;
- Ability to achieve results and to work in teams;
- Speaks and writes clearly Exhibits interest in having a two-way communication;
- Proven networking, team-building, organizational and communication skills;
- Strong knowledge of computer management skills, including information networking, web and publishing skills;
- Demonstrated capacity to promote knowledge sharing and knowledge products and systems;
- Thorough understanding of current Knowledge Management technologies;
- Works collaboratively with colleagues to achieve organizational goals;
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- Is willing to learn from others;

- Supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position.
- Identifies priority activities and assignments; adjusts priorities as required;
- Allocates appropriate amount of time and resources for completing work;
- Foresees risks and allows for contingencies when planning;
- Monitors and adjusts plans and actions as necessary;
- Very good drafting and writing abilities, including in the presentation of analysis or research;
- Good demonstrated understanding of development programming/planning and international development issues.
- Specialized training in development policy or socio-economic research.
- Good communication skills, including in workshop and facilitation settings.

## 7. Required Skills and Experience

### Educational Background:

- A higher degree in journalism/ communication and public relations, foreign languages/literature, or in any other relevant domain. A Master's degree in the aforementioned domains would be an asset.
- Knowledge of Romanian, Russian, English (preferably), competent operation of PC - Word, Excel, Outlook, PowerPoint. Energetic, organized, disciplined, punctual person, with experience in a similar position, intelligent, stress-resistant, able to adapt to changing environments and work processes, able to communicate and relate, proficient in time management skills, multitasking, meet deadlines, attention to detail, and ability to learn new things, an emotionally balanced, responsible, organized, fair, and serious person.
- Effective verbal and written communication skills, analytical skills; good writing style, capacity to present complex ideas in a clear, concise, convincing way;
- Capacities to solve problems; to make decisions; to assume responsibilities, leadership abilities;
- Stability and common sense; enthusiasm; open-minded; intellectual curiosity; good listener;
- Sociability; tact; a good memory and ability to retain; intuition; imagination; fast thinking; capacity for analysis and synthesis; a sense of organization; honesty, fairness, objectivity.

## 8. Specialist's qualifications and experience:

### Job Requirements & Experience:

- Practical experience in relation to communication and or Knowledge Management;
- Strong communication skills, especially written communications; group facilitation skills;
- Fluent in Romanian, a good command of spoken and written of English, and Russian;
- Creative and pragmatic approach to problem solving;
- Ability to work efficiently under pressure and to meet deadlines;
- Well-organised and well oriented to details;
- Proven capacity to analyse and synthesize.

### The criteria for shortlisting are the following:

Criterion	Weight
1. General qualifications:	[15]

University degree in Journalism/ communication and public relations, foreign languages/literature, or in any other relevant domain. A Master's degree in the aforementioned domains would be an asset.	10
Any related courses in communication, journalism and/or knowledge management and communication.	5
<b>2. Specific previous experience in the field for vacant position:</b>	<b>[30]</b>
At least 3 years of professional experience in journalism, public relations and/or mass communications	15
Computer management skills: competent operation of Word, Excel, Outlook, Power Point	5
Experience of working with Donors Funding projects	10
<b>3. Competencies (through Interview for candidates that score at least 32 points (70%) on the above criteria 1 to 2):</b>	<b>[55]</b>
Strong communication skills, especially written communications; group facilitation skills	15
Knowledge of graphic design software would be an asset	10
Experience in web content management systems	10
Ability to apply knowledge management techniques	10
Language skills: Fluency in Romanian, and good command of written and spoken English. Knowledge of Russian would be an asset.	10
<b>TOTAL</b>	<b>100</b>

Knowledge Management and Communication Specialist will be selected in accordance with the Individual Consultant Selection procedure (ICS) as per IFAD Procurement Handbook that can be accessed via the IFAD website at <https://www.ifad.org/documents>. The top ranked candidate will be invited in due course to submit a technical and financial proposal that will be evaluated and negotiated. The passing score for shortlisting is 70 points.

#### **11. Location and period of execution**

Knowledge Management and Communication Specialist will be offered a fixed-term consulting contract based on 40-hour weekly work programme at the Consolidated Unit for the Implementation of the IFAD Programs headquartered located in Chisinau city, 162, Stefan cel Mare boulevard.

The Consultant will undergo an internal evaluation of performance using an individual standard Performance Evaluation Form that will be completed and updated by the Consultant, discussed with and approved by CPIU management at the end of the trial period (3 months) and every 12 months thereafter. Negative performance evaluation documented in the individual Performance Evaluation Form may lead to contract termination earlier than the period of contract duration

The expected start of the assignment is September - October 2023. The end of the contract is March 31<sup>st</sup>, 2024 (corresponding to project closing date).

#### **12. Services and facilities to be provided by client**

The CPIU IFAD will provide working space, office equipment and communication facilities (computer, xerox, printer, fax, scanner, Internet connection, etc.), as well as any other necessary means and support for specialist in order to carry out this assignment. The Client either directly or through IFAD avails the opportunity for continuous professional development through training.



**14. Services and facilities to be provided by the specialist**

The consultant will need to provide for own transportation (to and from office) and personal mobile communication tool.