

## Terms of Reference

### Communicator for Green City Lab Moldova

Job title:	Communicator
Type of Contract:	Individual labour contract
Languages required:	Romanian and English
Duration:	Indefinite, with three months probation period
Payment arrangements:	Monthly
Evaluation method:	Written test and interview of shortlisted candidates

#### I. Introduction

These are the Terms of Reference (ToR) for the position “Communicator for Green City Lab Moldova”. During the contract Communicator will provide the required support in the management of internal and external communication of the Green City Lab.

#### II. Background Information

**Green City Lab (GCL)** is an NGO that was founded in 2021. It is an institution created to become the leading innovation, knowledge management and networking platform and a source of expertise for catalysing sustainable low carbon green city development in Moldova, and to be recognized by the key stakeholders.

Holistic urban solutions are the key for the sustainable development of the communities that contribute to creating liveable and sustainable cities to enable the development of smart, urban solutions that make cities healthy, safe and attractive places to live in. The GCL as a knowledge hub for Moldova’s city solutions brings new perspectives on how they work and contribute to holistic urban development. Integrated Urban approach is considered a necessary trend to follow, that influences existing city planning science, consisting of three main pillars: relational, human and organisational.

The GCL works closely with donors’ community and plans its activities based on fundraising by project proposal writing and application.

**Mission of the GCL** is to:

- Become leading knowledge management and networking platform in green urban development;

- Provide solutions for sustainable development of the Chisinau municipality, as well as other urban centres/settlements from Moldova;
- Improve the quality of public services provided by municipalities/urban centres to citizens;
- Become source of innovations and expertise in climate resilient, low emission, green and smart urban development;
- Become a training/educational centre in climate resilient, low emission, green and smart urban development.

### **GCL areas of intervention**

- Integrated and participatory urban land use and mobility planning;
- Energy efficiency in buildings and renewable energy use;
- Resource efficient waste management;
- Low carbon mobility;
- Climate resilience.

### **III. Duties and responsibilities:**

The Communicator will have the following responsibilities:

- Develop and implement a communication strategy that includes media outreach and social media content creation;
- Write press-releases and disseminate them to the press;
- Implement communication campaigns;
- Coordinate the GCL presence on various online platforms;
- Arrange and coordinate press conferences and plan events;
- Build and maintain relationships with journalists and key external role-players;
- Ensure that all communications and marketing material aligns with GCL Communication strategy and donors guidelines;
- Serve as a facilitator and provide solutions for peaceful resolution of disputes.

### **Corporate Competencies:**

- Exert strict adherence to internal rules, regulations, and procedures;
- Integrate gender equality values in GCL operation and ensure respectful working environment free of bias, harassment, discrimination, and abuse of authority;
- Demonstrate integrity and act ethically in any decision and action related and/or associated to GCL.

### **Personal skills**

- Good written and verbal communication skills;
- Content writing experience for various media platforms;
- Attention to details;
- Strategic and creative mindset;

- Experience and knowledge in copywriting, proofreading and editing;
- Basics photo and video-editing skills;
- Outstanding organisational and time-management skills’
- Experience in content production is a big plus.

#### **IV. Institutional arrangements**

The Communicator will report to the Project development manager and will work in close coordination with the project team, national and international consultants and national partners.

#### **V. Qualifications and experience requirements**

##### Academic qualifications:

- Studies in communications/journalism/public relations or a related field or studies in process.

##### Experience:

- Any experience in communications, journalism, public relations, or a related field
- Computer literacy.

##### Language requirements:

- Excellent knowledge of spoken and written Romanian and English.
- \*Fluency in other languages would constitute an advantage.*

#### **VI. Application process**

Applicants shall submit the following four documents:

<b>Required</b>	
yes	Offeror’s Letter confirming Interest and Availability and salary expectations
yes	Personal CV, including information about past experience in similar assignments and contact details for referees (at least 3);
yes	Proof of experience in communications, journalism, public relations, or a related field

The application package shall be submitted electronically by **20.03.2023, 11:00** to the following e-mail address: [office@greencity.md](mailto:office@greencity.md) titled in the message as “GCL Communicator, [applicant’s name]”. Application package received after the above deadline will not be considered.

### **Evaluation**

Firstly, the candidates will be short-listed based on the following minimum qualification criteria:

- Studies in communications/journalism/public relations or a related field;
- Proof of the experience in communications, journalism, public relations, or a related field

The short-listed candidates will be further evaluated based on the following methodology:

### **Cumulative analysis**

The candidate shall be preselected considering that the offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a predetermined set of weighted technical and financial criteria specific to the solicitation.

- Technical Criteria weight – 70% (350 pts);
- Financial Criteria weight – 30% (150 pts).

Only candidates obtaining a minimum of 210 points would be considered for the Financial Evaluation.

<b>Criteria</b>	<b>Scoring</b>	<b>Maximum Points Obtainable</b>
<b><u>Technical</u></b>		
Studies in communications/journalism/public relations or a related field Bachelor degree in communications/journalism/public relations or a related field;	Student – 30 pts, Bachelor and/or Master’s – 35 pts	35
Any specialised trainings in the domain of communications/journalism/public relations or a related field, GCL areas of intervention	Each training – 5 pts	10
Any experience in communications, journalism, public relations or a related field	Up to 40 pts	40
<b>Interview</b> (demonstrated technical knowledge and experience; communication/ interpersonal skills; initiative; creativity/ resourcefulness)		

Content writing experience for various media platforms	to some extent –20 pts,	20
Keen interest in the GCL areas of intervention;	25 pts,	25
Experience in the usage of computers and office software packages (MS Word, Excel, etc.)	to some extent – 10 pts, extensive experience – 20 pts	20
Experience and knowledge in copywriting, proofreading and editing	to some extent –20 pts, extensive experience – 35 pts	35
Fluency in oral Romanian and English	For Romanian and English – 5 pts each language, for additional languages – 1 point each language, up to 15 pts.	15
Written test	3 exercises with maximum 150 points in total	150
<b>Maximum Total Technical Scoring</b>	<b>350</b>	
<b><u>Financial</u></b>		
Evaluation of submitted financial offers will be done based on the following formula: <b><math>S = F_{min} / F * 150</math></b> S – score received on financial evaluation; Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.	<b>150</b>	