

Terms of Reference

Communication consultant to ensure and promote the results achieved by the “Skills for an environmentally sustainable transition in Moldova Project ”

Title:	National Consultancy
Lead Office:	ILO DWT/CO-Budapest
Duty station:	Chisinau, Republic of Moldova
Reference to the:	MDA/22/02/MUL
Contract type:	External Collaboration
Contract Duration: (with possibility of extension)	Estimated 35 days between June 2025 – February 2026

I. Introduction and background

The International Labour Organization (ILO) is the only tripartite U.N. agency that brings together governments, employers and workers of 187 Member States to set labour standards, develop policies and devise programmes promoting decent work for all women and men. The main aims of the ILO are to promote rights at work, encourage decent employment opportunities, enhance social protection and strengthen dialogue on work-related issues.

The ILO support framework for Moldova is the Decent Work Country Program (DWCP) for 2025–27, which aligns with the national development priorities of the 2030 UN Agenda for Sustainable Development, the United Nations Partnership Framework and the National Development Strategy “Moldova 2030”.

The Moldovan government is committed to fostering an economically and socially inclusive model that reduces reliance on carbon-based energy, promoting renewable resources and reducing greenhouse emissions. This shift aims to diversify energy sources and foster a low-carbon economy, creating new job opportunities and economic diversification. However, successful implementation hinges on a skilled workforce adept at utilizing green technologies. Adequate Technical Vocational Education and Training (TVET), alongside ongoing upskilling and lifelong learning, are crucial for providing the skilled labour necessary for a successful transition to a sustainable, low-carbon economy.

The project “Skills for an environmentally sustainable transition in Moldova”, financed by the Liechtenstein Development Service and the Austrian Development Agency, aims at developing occupational and qualification standards, curricula and teacher capacities for three in-demand occupations for the renewable energy sector. At the same time, it aims at generating the capacities in the sector for systematically analysing the skills needs for the green transition, to promote the piloting of gender-transformative Education for Sustainable Development into TVET and lifelong learning, to support the “greening” of TVET schools and to engender a National Dialogue on Education and Skills for the Green Transition.

The purpose of this position is to support the technical implementation of the project in the country in close coordination with the national counterparts, notably the Ministry of Education and Research, the Social Partners, with TVET institutions, including Centres of Excellence and in collaboration with other relevant agencies and institutions.

II. Target group and beneficiaries

Direct beneficiaries:

System-level:

- Ministry of Education and Research (MoER)
- Ministry Labour and Social Protection,
- National Employment Agency /Labour Market Observatory
- Ministry of Energy.

Institution level:

- Training providers: Centres of Excellence, TVET schools, adult education providers
- National Trade Union Confederation of Moldova, National Employers Confederation of Moldova, sectoral Trade Unions and business associations
- Sector Skills Committees for Agriculture, Renewable Energy Agency.

Individual level:

- TVET teachers and trainers for the selected occupations in the Agriculture and Energy sector
- TVET students in these occupations
- Adult learners: workers, unemployed, informal/undeclared workers.

Indirect beneficiaries

- Companies, whose workers will be trained
- Youth, teachers and the general public / civil society reached by visibility campaigns.

III. Role Objective

The Communication consultant will be tasked to assist the ILO Project Moldova team to formulate and disseminate accurate information related to project's roll out.

The interventions under this activity overall aim to:

- implement the communication strategy of the project.
- assist the project team in developing, disseminating, and effectively communicating project activities to promote the piloting of gender-transformative education for sustainable development in TVET and lifelong learning, the "greening" of TVET schools, and to foster a National Dialogue on Education and Skills for the Green Transition.
- interact with journalists and media outlets (print, TV, radio, online etc.) to increase coverage of project activities. Also, ensure that relevant project-related materials such as brochures, success stories, news-items, leaflets, factsheets, radio and TV spots are developed and disseminated to relevant stakeholders, including target groups and development partners through relevant media and network channels;
- to ensure that the ILO, and ADA and LED communication rules are pursued through disseminating the information via channels of ILO CEE website on www.ilo.org/budapest, on Facebook <https://www.facebook.com/ILOCentralEasternEurope>, Twitter [www.twitter.com/ilo_CEE](https://twitter.com/ilo_CEE), ILO YouTube channel, ILO visual identity and the Brand hub <https://brand.ilo.org/> and ADA and LED rules published on <https://www.entwicklung.at/en/media-centre/logos> and https://www.led.li/Portal/UserFiles/files/Der-LED/visibility_guidelines_en.pdf (as Communicating and raising ADA and LED visibility: Guidance for external actions, operational guidelines for the use of the emblems, project communication models and practical guidance, indicative template for the assignment of rights form, indicative template for Individual and group consent forms - photography and filming) to be applied accordingly.

IV. Role and Responsibilities

The Communication and Visibility actions specific to this action will be in accordance with the provision of the "Guidelines for the Visibility of Austrian Development Cooperation (ADC)" and LED visibility guidelines.

All communication and visibility products and actions will meet ADA and LED guidelines for visibility.

Information dissemination will be carried out in partnership with electronic media nationally, and in local languages, to build awareness and understanding in the entire country. All events and relevant outputs of the project will be advertised on the ILO, ADA, LED and the beneficiary websites and social media (Facebook and/or Twitter as appropriate). The project will also use local UN communication channels to disseminate information about activities and results, both in Romanian and English.

The communication consultant will work in close coordination with the project coordinator, Ms Vera Chilari and the communication officer at the ILO DWT/Co Budapest, Ms Veronika Tomka. All information materials and press releases will be approved by ADA and LED before publication.

V. Communication and visibility activities

Some of the Communication and Visibility activities already foreseen include:

- Branding of activities and products resulting from the Project (i.e., the material prepared and published by the Project will acknowledge Austria's Development Agency (ADA) and the Foundation Liechtenstein Development Service (LED) funding and will display the ADA and LED logo;
- Develop gender-sensitive primary and specific key messages during project's inception phase;
- Regular documentation and dissemination of project good practices and human-interest stories;
- Utilizing monitoring and evaluation to maximise communication results.

The communication objectives of the project include:

- Raising awareness about the activities, results and impact of the ADA and LED assistance through various channels;
- Raising awareness among target audience (Government, relevant Ministries, TVET institutions, Social Partners) and general public about the opportunities made available by the project;
- Supporting educational institutions and other beneficiaries at all levels to engage in communication efforts and ensuring that they are aware of the ADA and LED and ILO support to the Moldova skills development sector;
- Ensuring harmonized and coordinated communication actions between the donor, implementer and stakeholders.

Given the above objective, the External consultant will be expected to undertake the following tasks:

- **Communicate about public events** on ILO website in coordination with the communication officer of ADA and LED and the communication officer of ILO DWT/Co Budapest (technical workshops, round-tables and seminars, press-conferences). These events will represent an important channel to disseminate information about the Project, its objectives, findings, and achievements, to key stakeholders, including Government, social partners and key market players.
- **Disseminate knowledge and information materials** (e.g., briefs, videos). These materials will disseminate the knowledge gained during Project implementation and share good practices.
- **Maintain and update the local facebook page - ILO Moldova**. The existing web page will allow for larger dissemination of the knowledge and lessons learnt of the Project.
- **Ensure large media coverage**. The project events are foreseen to have media coverage and be the object of press releases, in close consultation and coordination with the ADA and LED.

Specific activities may include:

- Write and edit articles, press releases, success stories and other advocacy/information materials;
- Update the ILO Moldova page on social networks with relevant information about the ADA & LED funded project, its beneficiaries and results (once a week);

- Update LED and ADA official page (<https://www.entwicklung.at/en/>) (digital communication tool for ADA projects in EASTERN PARTNERSHIP with relevant information about the activities implemented within the project, including the final, beneficiaries and the results achieved (once a week);
- Collaborate with the media by facilitating photo coverage and TV footage about project activities and beneficiaries, draft official invitations to media when relevant;
- Monitor and evaluate the effectiveness of media materials. Maintain a library of media coverage, clippings;
- Organise meetings and communication events, both in presence and online, for the activities implemented within the project;
- Support the ILO Moldova team in the communication and visibility actions according to the planned activities within the project.

Events/campaigns

The communication consultant will ensure visibility and media coverage of organized events/campaigns, mainly:

- Event communication on project's activities in line with the project's Work Plan,
- Edit and publish success stories of the final beneficiaries of the project,
- Develop and disseminate documents for ADA and LED newsletters.

The communication consultant will support promoting the awareness raising campaigns envisaged by the project.

- Facilitate the organization of the National Dialogue on Education and Skills for the Green Transition, Eco Impact with TVET Competition and post competition events on success stories, Green Practices with TVET ensuring participation from key stakeholders and fostering meaningful discussions.
- Implement sensitization campaigns on environmental and decent work topics, as well as awareness-raising activities on career choices in the renewable energy sector, targeting specific audiences as specified in the project activities.
- Support the organization of the events and activities envisaged in the project.

The communication consultant will be responsible for monitoring and evaluating the impact of communication materials and events to target audiences and inform the ILO project management accordingly.

VI. Deliverables:

The Communication Expert will support the implementation of the communication and visibility components of the project under the supervision and guidance of the ILO National Project Coordinator. The expert will also work in close collaboration with the selected PR and logistics company, providing technical input, oversight, and follow-up to ensure effective delivery of communication and outreach activities.

Deliverables may be updated based on project needs. Any adjustments will be communicated in advance, ensuring the overall level of effort remains consistent.

1. **Communication and visibility strategy implementation** (continue to support the implementation of the activities and support the planning and adjustments where needed).
 - Provide ongoing support in implementing and updating the Project Communication and Visibility Strategy.
 - Draft and disseminate at least 8 press releases (in English and Romanian) for project events and key milestones.
 - Design and finalize at least 8 communication materials (e.g. factsheets, infographics, leaflets), including follow-up on layout and printing.

- Prepare a monitoring summary detailing dissemination channels used and estimated outreach of produced materials.
- Provide communication assistance at a minimum of 8 events/meetings, ensuring availability and relevance of promotional materials.
- Maintain regular collaboration with the selected PR company, offering technical input and feedback on campaign execution and participating in relevant working-level meetings.
- Produce and publish at least 1 social media post per week via ILO Moldova platforms and selected national media outlets.
- Submit about 1-page articles every quarter to contribute to the ADA and LED newsletters.
- Submit one communication progress reports on the implementation of the Communication Plan (reflecting the quantitative and qualitative dimension of the achievement and indicating stakeholders engagement, reached intended beneficiaries with data disaggregated by age and sex) by 1st September 2025.
- Submit a final summary communication and promotion report, including a catalogue of all communication products aligned with ADA/LED/ILO visibility and M&E indicators by 1st February 2026.

2. Sensitization Campaign on Environmental and Decent Work Topics & Education for Sustainable Development (ESD)

- Support the design and implementation of a sensitization campaign, including an activity schedule, key messages, and required materials.
- Implement the campaign through at least 3 awareness-raising activities on green career choices in the renewable energy sector, incorporating a gender-sensitive approach.
- Draft a press invitation using a media list of at least 500 females and develop 1 press release for dissemination through national and ILO channels.
- Support the communication aspects of the gender-sensitive system analysis in the renewable energy sector, including visual presentation and dissemination of findings.
- Develop at least 2 video spots capturing the essence of the communication campaign and awareness activities.
- Provide technical oversight on educational institutions delivery of the ESD-related materials and activities, ensuring quality and consistency with ILO messaging.
- Submit 1 dedicated report summarizing the sensitization campaign's implementation and impact (reflecting the quantitative and qualitative dimension of the achievement and indicating and data disaggregated by age and sex) by 30 November 2025.

3. Awareness Campaign on Career Choices in Renewable Energy

- Provide content support and follow-up for the promotion of TVET institutions and training programmes as part of the Awareness Campaign.
- Contribute to the development and dissemination of messages aimed at increasing female enrolment in STEM and renewable energy fields across at least 6 TVET providers piloting inclusive outreach strategies.
- Maintain regular working-level contact with PR company to follow up on deliverables, review materials, and attend relevant update meetings.
- Contribute to the production of 3 video reportages covering new training programmes
- Produce at least 8 “Eco impact with TVET” stories on implemented Green TVET grants.
- Submit a dedicated campaign report highlighting key communication outcomes (*reflecting the quantitative and qualitative dimension of the achievement and indicating and data disaggregated by age and sex*) by 30 August 2025.

4. National Dialogue on Skills for the Green Transition:

- Support the design and implementation of a high-level National Dialogue event:
- Assist in drafting the event agenda, identifying stakeholders and discussion themes.

- Prepare media invitations and engage selected media outlets (e.g. Diez.md, Moldova 1, TVR Moldova, Zugo.md, Ecopresa, IPN, Radio Chişinău, Moldova.org).
- Draft and disseminate at least one press release promoting the event before and after, through ILO and national platforms.

5. Required Qualifications

As a communication consultant, you will be expected to show the following qualifications:

- University degree in communications or a related field,
- Minimum 10 years' experience in the communication field, journalism or related subjects,
- Oral and written communication skills, organizational skills, interpersonal skills,
- Minimum five years of increasingly responsible professional experience in leading and developing strategic approaches for all communications activities developing institutional communications plans and activities,
- Proven experience in identifying and developing relationships with media partners, platforms and influencers,
- Prior national or international work experience in knowledge management or media and communications,
- Problem resolution skills,
- Ability to work under pressure and strict deadlines;
- Highly motivated and committed to the values of transparency, integrity, and compliance with the law;
- Strong written and verbal communication skills in English, Romanian, Russian.

6. Working Conditions:

The Communication Consultant will report to the ILO Project Coordinator. The Communication and Information Management Officer at the ILO DWT/CO-Budapest will provide on-going support. The consultant will maintain a close interaction with the PR company, communication staff of the in-line ministries, social partners and development partners.

7. Confidentiality:

Materials provided to the consultant and all proceedings within the consultancy contract shall be regarded as confidential, both during and after the consultancy. Violation of confidentiality requirements may result in immediate termination of contract.

8. Performance evaluation:

Consultant's performance shall be evaluated following such criteria as timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered.