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SLOVAK AGENCY
FOR INTERNATIONAL
DEVELOPMENT COOPERATION

Call for Expression of Interest

EU Support for Local Media Outlets in the Republic of Moldova
ENI/2021/428-914

1. Project Overview

The aim of the project “*EU Support for Local Media Outlets in the Republic of Moldova*” is to support a more favourable environment for local independent media outlets in Moldova to strengthen their capacities, independence, self-sustainability and professionalism to be able to produce high quality, fact-based, balanced and reliable local journalistic content.

The Program is funded by the European Union and implemented through a group of partner organisations led by **Slovak Agency for International Development Cooperation** consisting of the following organisations: Thomson Media gGmbH, CU SENS, People in Need Slovakia (Relief and Development & Media Departments), People in Need Czech Republic (the Human Rights Department) as well as Slovak Foreign Policy Association.

Beneficiaries of the project are local media start-ups (starting initiatives) as well relatively well-established local media outlets - print media/newspapers, online media/web portals and local TV channels. These will include Romanian and Russian language media.

The project activities will take place in the form of trainings, tailored mentoring and expert consultations, as well as online networking for beneficiaries for the whole duration of the project. An additional project component in the form of study visits is also envisaged. An integral part of the project will also be the provision of direct financial support, in the form of a small grants scheme, for all the participating local media outlets.

2. Description of areas of expertise

For the experts’ consultation segment of the project, a pool of experts will be created. Experts will specialise in the following areas:

- content production (including video and audio content),
- content quality improvement,
- editorial processes management,
- media product development,
- media content distribution,
- audience and behaviour analysis,
- search engine optimization (SEO),
- market analysis, advertising and branding
- communication strategies
- fundraising strategies
- crowdfunding campaign



- project management
- financial capacities/sustainability of media, diversifying revenue streams
- business planning and human resources
- social media management
- taxes and accounting
- fact-checking and debunking fake news
- journalism ethics
- legislation/media law, rights and obligations of publishers
- strategic planning
- strategic planning facilitation
- coaching
- physical and digital security
- psychological wellbeing for journalists

Experts will be available to the participating organisations throughout the duration of the project.

While it is envisaged that majority of the consultation would take part in an online form, some experts might be asked to travel to Moldova for an on-site consultation.

The total extent of each expert's involvement will vary based on the demand from the participating organizations. Each beneficiary is entitled to 30 hours of direct expert's support from up to 3 experts.

3. Eligibility Criteria

To apply, individual experts need to fulfil the following criteria:

- Citizen of the Republic of Moldova, Ukraine or any EU Member states
- At least 10 years of proven experience in one or more of the expert areas described above
- Fluency in English OR Romanian OR Russian language
(at least working level of English is mandatory as it is the communication language for this Call)
- Previous experience working with media outlets in Moldova is an advantage
- Previous experience with consulting/advisory role for the media outlets is an advantage

4. Selection procedure

Based on the application and CV provided by the candidate, a selection committee will create a pool of experts covering all the thematic areas above. Please note that in some cases, further information might be requested.



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The list of experts will be provided to participating organizations. Experts will only be requested to provide their expert consultations once they are selected by the participating organization. This process will be facilitated by the SAIDC.

To apply to be considered for the pool of experts, please send the filled-out application form, filled-out GDPR Form and your CV to eva.pruzincova@slovakaid.sk with the subject line: "Local Media Support Moldova – Expert".

5. Timeline

The project's implementation phase is 17 months - from September 2022 until January 2024. Experts are expected to provide their consultations within this time period.

This Call for expression of interest is open for the entire implementation phase of the project. All applications received by the **9th of January 2023** will be included in the first round of selection process and successful candidates will be included in the initial database of experts.

6. Contracting and Remuneration

Successful candidates are included into the pool of experts. Once the candidate is selected from the pool of experts by any participating organization, a contract with the details relating to the assignment will be signed (e.g. tasks and working arrangements, remuneration and payment arrangements).

The exact number of expert hours will be determined based on the request by participating organization once the expert is chosen from the pool based on his/her field of expertise.

The general remuneration for the position of expert is 95 € per hour of consultation and will be paid upon receiving the timesheet and activity report covering the particular consultation.

If an in-person consultation is requested and needed, the travel expenses, accommodation and other expenses will be covered.

Payment requests must be complete and contain all the necessary supporting documents (e.g. timesheets, activity reports, travel tickets, invoices etc.).

7. Communication

Communication will be conducted exclusively in **English language** and only through electronic communication/e-mail.