



IOM International Organization for Migration  
OIM Organizația Internațională pentru Migrație

*Project “Supporting the implementation of the migration and development component of the EU-Moldova Mobility Partnership and harnessing its benefits for the residents of the Transnistria Region of the Republic of Moldova” funded by EU and implemented by the International Organization for Migration, Mission to Moldova*

## **TERMS OF REFERENCE**

**Development and maintaining the content on [www.businessportal.md](http://www.businessportal.md)**

### **A. Job Title:**

Local consultant: Web content manager

### **B. Duty Station:**

Organization for Development of Small and Medium Enterprises (OSME)

### **C. IOM Project to which the Consultancy is contributing:**

“Supporting the implementation of the migration and development component of the EU-Moldova Mobility Partnership and harnessing its benefits for the residents of the Transnistria Region of the Republic of Moldova”

### **D. Timeframe of Consultancy/Number of man-days:**

January 2017 – February 2017 with possible extension

### **E. Nature of consultancy:**

Upgrading the web-based portal [www.businessportal.md](http://www.businessportal.md) with updated information in order to include relevant service providers based in the Transnistria Region and serve the needs of the entrepreneurs from that area and of returning migrant workers, youth and women entrepreneurs.

### **F. Background:**

The migration wave from 2000 onwards, although slightly reduced under the influence of the global financial crisis, has had a deep impact on the Republic of Moldova's development and various consequences which have to be addressed in a comprehensive way to achieve sustainable results. It is generally admitted that approximately one fourth of Moldova's labour force is residing abroad, be it in a legal or irregular situation. However, it is estimated that the phenomenon is affecting Transnistria Region to at least the same extent in proportional terms.

The current project directly will contribute to fostering the development of entrepreneurial culture and modern services improvement in business consulting, as well as contributing to local development, poverty reduction and prevention of irregular migration and trafficking, through job creation and offering of opportunities for sustainable livelihood. The opportunities for returning migrants as well as for potential migrants will be placed on the upgraded platform [www.businessportal.md](http://www.businessportal.md), which will include relevant information about SMEs sector in Republic of Moldova, including Transnistria Region. The business portal will become a key web platform for young entrepreneurs, for potential entrepreneurs and for those who would like to develop their businesses. The project will support up-dating the local business profiles of each rayon, including the Transnistria Region (a web-based business profile of each of the rayons is placed on the <http://www.businessportal.md/ro/regions/>). The entrepreneurs can easily access the information with the contact details of the existing local institutions for SMEs support, as well as establish links with other institutions from other different rayons. The web-portal [www.businessportal.md](http://www.businessportal.md) provides a communication



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and a network platform between the national and local SMEs support structures and entrepreneurs. The business representatives shall be provided with answers to the questions posted on the web-portal and/or referred to the relevant institutions, which can provide answers to questions.

IOM, together with OSME that is administrating the web platform, will share widely key documents and publications on this platform explaining the rights of the migrants and other beneficiaries and ways of safeguarding them.

**G. General Objective:**

Updating the existing web platform [www.businessportal.md](http://www.businessportal.md) which contains practical and first-hand information on business sector in Moldova, including Transnistria Region.

**H. Specific objective:**

To provide comprehensive information in Romanian, Russian and English languages regarding the SMEs sector and the opportunities for launching and developing a business in Moldova, including Transnistria Region for business support service providers and potential or returning migrants, and thereby contribute to local development, poverty reduction and prevention of irregular migration.

**I. Tasks to be performed under this contract:**

Under the supervision of IOM, and in coordination with the Organisation for Development of Small and Medium Enterprises (OSME) the content manager will be directly responsible for:

- a) Organizing several meetings with OSME and other relevant partners in order to collect information for updating [www.businessportal.md](http://www.businessportal.md)
- b) Taking a lead role in maintenance and development of the web platform;
- c) Knowing how to use web statistics tools (Google analytics, Yandex statistics, eg.)
- d) Using web content management systems to analyse website usage statistics;
- e) Promoting information about the website to target customers and partners;
- f) Carrying out quality assurance checks on content;
- g) Research and systemizing information abilities;
- h) Reporting technical problems to IT support staff within OSME;
- i) Dealing with legal issues, such as copyright and data protection;
- j) Collecting regularly the information from OSME staff and place on the web platform;
- k) Provide an update to relevant policy, regulatory, legislative framework regarding the development of business sector in the RM, including Transnistria Region;
- l) Setting permissions for site users;
- m) Writing of a short final report on activities undertaken within the consultancy (8-10 pages).

**J. Tangible and measurable outputs of the work assignment:**

- a) Individual consultation organized with OSME staff and other relevant partners in order to collect information regarding business sector in Moldova, including Transnistria Region for updating [www.businessportal.md](http://www.businessportal.md)
- b) Establishing primary information sources and collecting necessary information for the content;



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- c) Contact established with relevant stakeholders in SMEs sector in Moldova, including Transnistria Region;
- d) Analysed and provided to OSME staff web platform usage statistics via web content management systems;
- e) Set permissions for site users;
- f) Information promoted about the website to target customers and partners through social media and other channels;
- g) Quality assurance check list filled;
- h) Reported technical problems to OSME IT support staff;
- i) Dealing with legal issues, such as copyright and data protection;
- j) Collected information from OSME staff, other partners, including one from Transnistria Region and place on the web platform;
- k) Provided an update to relevant policy, regulatory, legislative framework regarding the development of business sector in the RM, including Transnistria Region;
- l) A short final report on activities undertaken within the consultancy (8-10 pages).

**K. Qualifications required:**

- a) good organisational skills and the ability to meet deadlines
- b) an understanding of legal issues, such as online copyright
- c) financial management and negotiating skills
- d) confident presentation skills
- e) the ability to build relationships with clients and partners
- f) good team working skills
- g) an understanding of online writing issues, such as house style and content structure
- h) an excellent grasp of English, Romanian and Russian grammar, punctuation and spelling
- i) the ability to write for a target audience
- j) creative skills to find interesting ways to present information and to generate new ideas
- k) attention to detail, for example when proofreading
- l) the ability to give and receive constructive feedback on work
- m) work experience with public institutions in Moldova;
- n) minimum experience in administration of web sites;
- o) minimum experience in HTML is an advantage;
- p) previous successful proven record in web content management systems (at least 3 years).

**L. Competences:**

- a) Knowledge of Romanian, Russian and English is required
- b) Ability to communicate effectively with stakeholders
- c) Degree or relevant experience in online journalism, electronic publishing, IT, web design, PR and marketing.