



Extension - Ref no: MRC-AD/MIS/2023/161

Consultancy Service:
Climate Smart Community based Disaster Risk Management Public Outreach Campaign

Type of Contract:	Local Consultancy
Duration:	6 months

Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, prevent and alleviate human suffering. It is the 187th member of the world’s largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

The Maldivian Red Crescent aims to be the nation’s leading humanitarian organization, with offices and units spanned all over Maldives. It recruits members and volunteers, implements Programmes and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – *Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality* – making no discrimination as to nationality, race, sex, religious beliefs, language, class or [political](#) opinions.

Strengthening Preparedness and Resilience through Inclusive Community Governance in Maldives (SPRING) project is a Asian Disaster preparedness Center (ADPC) implemented project in partnership with MRC, supported by United States Agency for International Development, the Bureau for Humanitarian Assistance (USAID BHA) with the overall goal of *increased resilience of all segments of communities in the Maldives to disasters*.

As part of this project, MRC plans to develop and implement a *Climate Smart Community based Disaster Risk Management Public Outreach Campaign*. As an organization MRC is in a unique position to build meaningful relationships and play an important role in communicating with communities. MRC communicates critical information in a variety of ways using visual content in various web, social and digital media platforms as well as through printed mediums. To enhance this work, communication materials produced must align with MRC’s communication strategy, improve its visibility in public platforms and must be geared towards reaching target audiences.

Objective

The objective of this consultancy is the development and delivery of MRC’s Climate Smart Community-based Disaster Risk Management Public Outreach Campaign as part of the SPRING project. MRC aims to have a transformative impact on communities through this campaign creating awareness and promoting social and behavioral change.

The consultant/firm will be responsible for developing and implementing the campaign strategy, communication plan, engagement strategies, design, content creation and production of Information Education and Communication (IEC) materials in various mediums around key themes of the campaign such as Climate Action, Climate Resilience, Climate Smart Disaster Risk Reduction and Disaster Risk Reduction,

whilst ensuring communication and advocacy activities under the campaign are implemented giving visibility to MRC and it's work in the Maldives.

Key tasks and deliverables

The consultant will deliver the following services and key deliverables:

1. Development of a campaign strategy, communication plan and identify required content creation and mediums for the campaign in line with the requirements of the SPRING project.
 - a. Engagement strategies, activities and practices under the campaign must be in line with the SPRING project requirements, must include ways to engage various stakeholders in communities and contribute to enhancing awareness and understanding of Climate Smart Community-based Disaster Risk Management Themes amongst target audiences.
 - b. The consultant must work with MRC's Programmes and Services department to understand the scope of work, submit preliminary plan for discussion, revise and submit final plan in discussion with MRC.
 - c. Consultant must work with MRC's Programmes and Services department in the development of key messages, identifying multimedia content for creation, and mediums for the campaign.
 - d. Provide a timeline of delivery of the work including the campaign strategy, communication plan and identified content.

2. Implementation of the campaign, development and design of key messaging, designs and multimedia assets to be used under the campaign.
 - a. Content creation as per developed campaign strategy and agreed timelines. (e.g. Social media focused stories, photos, advocacy images, audio, video products, infographics, Information Education and Communication Materials and animations etc). Content development must be adapted to various mediums including digital media platforms, MRC website, printed mediums.
 - b. Development of Information Education and Communication Material (IEC) packs for target audiences, social media engagement packs (e.g. Sticker packs, digital stickers etc) and identified project specific toolkits in alignment with the campaign.
 - c. All content must be developed in English, Dhivehi and other key languages identified. (MRC to provide translation support as required).
 - d. All content and IEC material produced must be approved by MRC. IEC materials can include illustrations and infographic elements.
 - e. Submit digital and print ready files of all multimedia content and IEC materials produced.
 - f. Provide technical support to MRC in implementing the campaign, support for printing specifications and digital optimization for digital platforms including MRC website, and social media platforms.

Reporting Line

The consultant will report to the Project Coordinator - SPRING and work closely with the Programmes Officer - Disaster and Climate Action.

Academic Qualification and Experience

University Degree or equivalent in Marketing, Graphics Designing, Mass Communications or related field (if an individual). If the applicant is a consultancy firm, please submit CVs of the key team members.

Experience

- At least 2 years of experience working on similar projects.
- Prior experience in supporting campaign development and implementation.
- Technical expertise in digital media platforms such as Facebook, Twitter, Instagram, LinkedIn as well as experience with new media executions and understanding of local and global digital landscape and trends.
- Experience developing compelling content to generate response from audiences online.
- Experience in reporting on qualitative and quantitative analytics.
- Ability to integrate PR/communication initiatives with social media.
- Ability to take quality photographs and basic photo editing skills.
- Previous work with MRC or NGO experience in a similar role is highly desirable.

Fees and payments

Monthly fee of MVR 30,000 for a period of 06 months

Selection Criteria

Applicants will be evaluated based on value for money and the most technically compliant offer and past experiences.

Code of Conduct

During the term of consultancy, the MRC Code of Conduct must be signed and thoroughly followed by the consultant.

Application

1. Cover Letter
2. Application must include a CV (if an individual)/ profile (if a company)
3. At-least three samples of past work / portfolios
4. Recommendation letters

Application submission, with all required documents, to be made by **11th June 2023, Sunday, 2 pm** to info@redcrescent.org.mv.