

Consultancy Service - Digital Awareness-Raising Campaign for the Maldivian Red Crescent COVID 19 Psychosocial Support Programme

Type of Contract:	Local Consultancy
Duration:	3 Months (with possible extension)

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 branches and units spanned all over Maldives. To date it has established 10 branches and 20 units spanning 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.

Maldivian Red Crescent has been providing telephone-based psychosocial support (PSS) to people affected by the current outbreak of coronavirus disease (COVID19) since the 8th of March 2020, as part of the activities in the PSS operations. PSS is one of the key areas in which MRC provides assistance to affected populations in the Maldives and is among the priority areas in the current strategic plan of action (2019 – 2030), which includes the strengthening of PSS services during emergencies. PSS includes a variety of interventions that address the psychological and social needs of affected populations which are implemented to promote resilience of affected individuals, groups, and communities.

Digital engagement plays an important role in Maldivian Red Crescent's COVID19 response in the fields of communication, fundraising, advocacy and development. Use of digital media platforms, expands outreach and broadens engagement around MRC's Psychosocial Support Services. Effective use of digital channels for communication of MRC's key messages, through relevant content, experience and dialogue, allow individuals to connect directly with other individuals or groups, as well as other organizations, thus creating valuable relationships with both online and offline benefactors. In order to more efficiently use communication platforms that will increase effectiveness of digital engagement, promotion of MRC's PSS services and create mental health awareness, MRC needs to engage an individual consultant or firm.

Objective

The overall objective of the consultancy is to provide support to the communication aspect of the PSS operations in advancing the development and execution of digital engagement strategies aimed at creating awareness of the mental health and psychosocial issues that need to change in order for programmatic interventions to have a transformative impact on the individuals impacted by the

pandemic. Also, to ensure that other related advocacy and communication activities are implemented, giving greater visibility for MRC's PSS activities, throughout the Maldives.

The Consultant/firm will be responsible for developing and support MRC PSS team to implement effective digital communications strategy, creating multimedia content, promoting psychosocial operations and MRC's PSS Helpline 1425 through digital communications and marketing tools.

As a result of the Consultant's work, the following deliverables are expected:

- Efficient communications campaign developed and implemented according to the timeline.
- Digital Engagement activities and practices, to contribute to a better flow of information about MRC's psychosocial operations and PSS Helpline 1425 to the media and stakeholders are implemented.
- Development and production of multimedia content in order to increase media reach & visibility effectiveness.
- Systematic coverage of MRC's Psychosocial services and activities in mass media, social networks.

Key tasks and deliverables

The Consultant will provide the following technical and analytical services, which shall include:

Tasks	Deliverables
PSS Comms Campaign Develop a communication campaign for the MRC's Psychosocial operations in line with its objectives.	Mental Health & PSS Awareness Campaign
Content Creation Proactively create content (stories, photos, advocacy images, campaigns, audio, video, infographics, etc.) in cooperation with Communications Officer and MRC programme officers and adapt web and social media, posting daily to respective channels; Adapt multimedia assets from IFRC for the local audience.	Stories, social media posts, videos, images, infographics, photos posted to digital channels on a regular basis.
Social Media Engagement Technical support in updating and implementing Mental Health & PSS activities and awareness on MRC Social media platforms and website to increase outreach Maintaining web and social media calendar, content plans and themes, and all upcoming coverage schedules according to the calendar. Prepare social media packs for Expansion of Call Center and other flagship events	Two-fold increase in social media followers by the end of the assignment. Monthly web and social media calendar created and adhered to. Social media packs prepared for Expansion of Call Center, dates, launches, etc and shared with relevant audiences & stakeholders, where

<p>Guidance on active engagement with online audiences through social media channels</p> <p>Promotion of PSS Helpline 1425 on social media platforms and create demand for the helpline</p>	<p>appropriate.</p> <p>Effective management in timely responses to messages and comments, monthly reports on levels of engagement.</p> <p>With reflection to the promotion an Increase in demand for PSS Helpline 1425 throughout the consultancy period</p>
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Reporting Line

The consultant will report to the Programme Officer – PSS Operations in close and regular coordination with Senior Programme Officer, Health & Inclusion and Communications and Advocacy Officer.

Academic Qualification

University Degree or equivalent in Marketing, Graphics Designing, Mass Communications or related field (if an individual).

Experience

- At least 3 years of experience working in similar projects
- Demonstrated experience in maintaining social media accounts, especially Facebook, Instagram and Twitter, as well as experience with new media executions, preferably with a development organization; knowledge and understanding of local and global digital landscape and trends
- Ability to integrate PR/communication initiatives with social media
- Experience developing compelling content to generate response from audiences online
- Experience in reporting on qualitative and quantitative analytics
- Ability to take quality photographs and basic photo editing skills
- Previous work with MRC or NGO experience in a similar role is highly desirable

Evaluation of quotations

Quotations will be evaluated based on value for money and the most technically compliant offer.

Fees and payments

Prices quoted for the work will be a lump sum to be paid upon completion of consultancy.

Code of Conduct

During the term of consultancy, MRC Code of Conduct has to 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. Financial quotation: must be inclusive of all taxes and costs that are required for the production.
4. At-least three Samples of past work / portfolios
5. Recommendation letters

Applications, with all required documents and all inquiries regarding this must be emailed with Consultancy title in subject to: info@redcrescent.org.mv, cc: pss@redcrescent.org.mv.

Deadline: The deadline for application is 02:00 PM on 27th October 2020. Only short-listed candidates will be contacted for interviews.