

Consultancy Service – Development of IEC Materials for Advocacy – COVID19 Risk Communications (Extended)

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| Type of Contract: | Local Consultancy |
| Duration: | 2 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, and to 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.

The MRC has been actively responding to the COVID19 pandemic at national and local levels, catering to the various humanitarian needs of people. One of the most crucial initiatives of the response is the timely dissemination of verified and reliable information that the public can refer to, to help prevent the spread of the disease. As such, the MRC worked with relevant stakeholders to gather, compile, and communicate the relevant information through efforts in Risk Communications and Community Engagement (RCCE). Through this work, material is also translated and made accessible to the many migrants who live in Maldives. Beyond digital engagement, RCCE also ensures a wider access to lifesaving information to people, making Information, Education, and Communication (IEC) materials user-friendly across a diverse audience and reliable.

Objective

The overall objective of the consultancy is to provide support to the communications and advocacy work that is ongoing as part of the COVID19 response work by the National Society. This work also aims to gather and mainstream all current efforts in the area of RCCE.

The consultant or firm will take on the responsibility for developing IEC material that is ready for printing and online publishing. The consultant or firm is expected to work on sets of such IEC material around the themes and topics of prevention of the spread of COVID19, promoting hygiene, preventing stigma, and promoting inclusion – while focusing on encouraging behavior change. The IEC material will also be in English and Dhivehi, with the addition of Bangla, Sinhala, Tamil, Hindi, Telugu, Malayalam, and Nepali. Support towards translations will be provided by the MRC.

Key tasks and deliverables

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

| <u>Tasks</u> | <u>Deliverables</u> |
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| <p>Designing of IEC Material</p> <p>The consultant/firm is expected to conceptualise, develop the layout of, and design the IEC material, based on the content given by the National Society. The content will be based on themes and topics around COVID19, focusing on prevention of the spread of COVID19, promoting hygiene, preventing stigma, and promoting inclusion.</p> | <p>Deliverables to be set for printing and optimized for online publishing for various platforms.</p> <p>8 posters/pamphlets/billboards (electronic) (in 9 languages) = total 72 (Exact language output can be determined after discussion).</p> |

Reporting Line

The consultant will report to the Communications and Advocacy Officer, and will work closely with other relevant technical staff.

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
- Experience developing compelling content to generate response from audiences online
- Previous work with MRC or NGO experience in a similar role is highly desirable
- Fluency in English and Dhivehi

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. Project Completion timeline with details
5. At-least three Samples of past work / portfolios
6. 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.

Deadline: The deadline for application is 02:00 PM on 28th November 2020. Only short-listed candidates will be contacted for interviews.