

Consultancy Service – Digital Communications

Type of Contract:	Local Consultancy
Duration:	3 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 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.

As an organization MRC is in a unique position to build meaningful relationships, to promote our Fundamental Principles and humanitarian values, and ultimately to strengthen our brand and further our humanitarian objectives through our communication mediums. Additionally, in order to reach as many people as possible, across many channels and mediums, the National Society communicates critical information in a variety of ways using visual content to various web, social and digital media platforms. 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 target audiences.

Objective

Maldivian Red Crescent plans to hire a consultant / Digital Communications to work as a retainer with the national society who will work in supporting and enhancing digital communication work carried out by MRC and improve its visibility in public platforms by harmonizing and streamlining communication materials produced for better recognition and reception. The mode of work can be remote and set deliverables for each month can be discussed and agreed upon.

Key tasks and deliverables

The consultancy will include the following key deliverables:

1. Support MRC’s Project “MRC COVID-19 prevention and control efforts and provide assistance in design, content development and supporting maximum digital engagement of key messages.
 - a) Develop minimum 10, Infographic/multimedia materials per month
 - b) Develop communication and digital engagement strategies for the successful implementation of the project.
2. Provide guidance and creative direction to Programmes and Services department in the identification of design elements, messages in the development and production of visual content, graphic design, and multimedia materials of on-going programmes and services, campaigns (social media, digital



engagement & programmatic campaigns) and initiatives by MRC.

3. Providing creative direction and technical input when liaising with communications outreach related consultancies/consultants working with MRC while ensuring all materials produced are in alignment with MRC's visual identity guideline.
4. All raw files to be made accessible to MRC, optimized for social media.
5. Develop MRC's communication and digital engagement strategy and relevant guidelines, such as social media usage guidelines, photo & video usage and sharing standards etc.
6. Support development of social media and digital engagement outreach and impact monitoring tools for MRC.

Reporting Line

The consultant will report to Manager – Programmes & Services supported by the Programmes Coordinators and work closely with the Programmes Officer Communications and Advocacy

Academic Qualification

Master's degree in marketing, Graphics Designing, Mass Communications or related field. Applicants with a bachelor's degree with more than 3 – 5 years of experience will also be considered. (if an individual, if the applicant is a consultancy firm please submit CV's of the key team members)

Experience

- At least 3- 5 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

Fees and payments

Fixed monthly fee of MVR 20,000.00

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. At-least three Samples of past work / portfolios
4. Recommendation letters

Application submission, with all required documents, to be made by **05th December 2021, Sunday, 14:00 pm** to:
info@redcrescent.org.my