

## Consultancy Service – Development of Communications Materials for COVID19 Response Work

<b>Type of Contract:</b>	Local Consultancy
<b>Duration:</b>	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, 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.

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, ranging from digital media, media appearances, publishing written articles and op-ed pieces, and social mobilization (among others). To facilitate this work, communications materials must be geared towards the target audiences, be inclusive, optimized for the platforms in use, and must be user-friendly.

### Objective

The technical consultant is expected to work as a retainer firm/individual, with the National Society, in the development and production of multimedia communications material as part of the COVID19 response work. The objective of the consultant is to support the ongoing work by developing the required material in a timely manner and have it ready for dissemination.

There is also a need to harmonize and mainstream the material being produced, for better recognition and reception.

The mode of work can be remote and the sets of deliverables for each month can be discussed and agreed upon.

### Key tasks and deliverables

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

<u>Tasks</u>	<u>Deliverables</u>
<p><b>Developing plan for production of multimedia communications material</b></p> <p>The plan will be developed with the support of the Communications and Advocacy Officer and other relevant staff to identify needs and to come up with the required material and its specifics, and the plan for execution.</p>	<p>Plan for production of multimedia communications material.</p> <p>All material will be made bilingually (English and Dhivehi), and wherever possible, will be translated into Bangla, Sinhala, Tamil, Hindi, Telugu, Malayalam, and Nepali. The MRC will support in facilitating translation work.</p>
<p><b>Production of multimedia communications material</b></p>	<p>Identified key sets of material to be produced within a set timeframe – this can vary over the months, and will range from designs and layouts for posters, social media graphics, brochures, billboards, videos (animated or live action), presentation templates, and other design work within the scope of the ToR.</p>
<p><b>Maintain archive of produced material</b></p>	<p>Regular update and maintenance of the archive of material that is developed and produced.</p>
<p><b>General support</b></p>	<p>General graphic design support towards communications and advocacy work.</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

### Consultancy Service Fee

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A Consultancy Service Fee of MVR 32,000/- per month.

### Code of Conduct

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

### Application

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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

Applications, with all required documents and all inquiries regarding this must be emailed with Consultancy title in subject to: [info@redcrescent.org.mv](mailto:info@redcrescent.org.mv).

**Deadline: The deadline for application is 02:00 PM on 17<sup>th</sup> November 2020. Only short-listed candidates will be contacted for interviews.**