



Ref no: MRC-AD/MIS/2021/180

Consultancy Service – Development and promotion of IEC materials

Type of Contract:	Local Consultancy
Duration:	3-5 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.

Maldivian Red Crescent is carrying out a project targeted towards youth experiencing behavioral crises to provide at-risk young people with the skills and knowledge required to recognize and respond to health-related emergencies. The primary objective of this project is to promote the health and wellbeing of young people by providing education, service, and support through community first responders.

Objective

The overall objective of the consultancy is to provide support to the communication aspect of the project in advancing the development and execution of digital engagement strategies to inform and create awareness about first response, psychological first aid, supportive communication, stress and coping and selfcare. Also, to ensure that other related advocacy and activities are included, giving greater visibility for MRC's activities, throughout the Maldives.

The Consultant/firm will be responsible for developing and supporting MRC's project team to implement effective digital communications strategy, creating multimedia content, promoting MRC's projects 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 the project to the media and stakeholders are implemented.
- Development and production of multimedia content to increase media reach & visibility effectiveness.
- Systematic coverage of the project's 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
Content Creation Proactively create content (stories, photos, advocacy images, campaigns, audio, video, infographics, etc.) in cooperation with Programme Officer – CBHFA and Senior Programme Officer – Health & Inclusion as well as other 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 posts – 20 Videos and animations (Dhivehi and English) – 10 Posters and leaflets - 10
Social Media Engagement Technical support in updating and implementing 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 flagship events Guidance on active engagement with online audiences through social media channels	Monthly web and social media calendar created and adhered to. Social media packs prepared for dates, launches, etc. and shared with relevant audiences & stakeholders, where appropriate.

Reporting Line

The consultant will report to the Programme Officer –CBHFA in close and regular coordination with Programme Coordinator - Health & Inclusion.

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 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. 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

Application submission, with all required documents, to be made by **08th November 2021, Monday, 14:00 pm** to: info@redcrescent.org.mv