



Aasandha Company Ltd
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Fax: +960 301 3636
Website: www.aasandha.mv

TERMS OF REFERENCE

CONSULTANT

1. Background

Aasandha Company Limited is a state-owned enterprise tasked with the administration and execution of the National Social Health Insurance scheme. As a company, Aasandha is the administrator for the provision of healthcare financing for all Maldivians through registered service providers and ensures accessibility and affordability of health services to the public under the scheme.

VIRA center was established in 2022, as a one-stop experience center, for the delivery of all services related to Aasandha scheme and the medical welfare program of the National Social Protection Agency (NSPA). The center seeks to be a convenient and comprehensive solution to the public in seeking government assistance for all health service-related requests.

2. Objective and Purpose:

Aasandha Company Ltd seeks to hire a consultant to promote awareness and enhance public recognition of VIRA center.

The purpose of the assignment is to improve public understanding of the utility of VIRA center, its services and improve public experience of VIRA center.

3. Key Tasks and Responsibilities

The consultant will be required to work closely with the Aasandha leadership and relevant departments.

The consultant party will be required to:

- 3.1 Engage with relevant personnel within Aasandha Company Ltd to assess needs of the project, scope of work and appropriate approaches to be employed.
- 3.2 Develop an in-depth understanding of VIRA center and its operations.
- 3.3 Actively engage with media and public, as an ambassador of VIRA center, to promote public utility and awareness of VIRA services.
- 3.4 Engage in developing information and communication strategies to increase public awareness and visibility of VIRA services.
- 3.5 Identify new opportunities for increased public engagement and public relations.
- 3.6 Plan and produce speeches/interviews/press releases/media statements/social media outreach for VIRA center and its related services.
- 3.7 Engage in production of promotional materials and events to enhance VIRA center public image and use.

4. Qualification and Experience

4.1 Bachelor's Degree or equivalent in HR/PR/Marketing or related field

4.2 Minimum 3 years of Experience in similar roles.

4.3 Previous experience in social sector work will be prioritized.

4.4 Successful candidates must possess the following attributes.

- a. Enthusiasm and creativity
- b. Self-motivated
- c. Energetic and positivity
- d. Demonstrate excellence in maintaining confidentiality.
- e. High level of commitment

5. Commencement and Duration of Work

The successful consultant will be contracted for a period of 1 (ONE) year with the possibility of extension dependent on performance and project implementation timeline.

6. Remuneration Package

Net amount MVR 27,000 per month

7. Application Submission

Interested candidates should submit the following.

7.1 CV

7.2 Copies of academic certificates (accredited)

7.3 Work experience letters (description of similar assignments, and experience in similar field of work)

7.4 Copy of National ID card

Applications should be submitted before February 11, 2023, at 1400hrs to jobs@asandha.mv or the address below:

Human Resources and Administration
Aasandha Company Ltd
Fen Building, 3rd Floor, Ameenee Magu,
Male, Republic of Maldives