

TERMS OF REFERENCE

TECHNICAL CONSULTANT (COMMUNICATIONS AND AWARENESS)

1. Background

The National Disability Registry (NDR) was established in January 2023, with the NDR Portal (ndr.nspa.gov.mv) open to all Maldivians with disabilities for registration. The Registry contains vital information regarding Persons with Disabilities (PWDs) and will facilitate services and assistance required for PWDs.

Clause 14 of the Disability Act (8/2010) requires to establish and maintain a Register of Persons with Disabilities. The Regulation 2021/R-54 on Identification of Persons with Disabilities and Maintenance of Registry of Persons with Disabilities, published on 14th April 2021 provides the guideline to evaluate, classify and determine Persons with Disabilities, to enable the establishment of a National Registry of Persons with Disabilities in Maldives.

2. Objective

The objective of this Consultancy is to design and carry out awareness sessions and training programs for relevant stakeholders on the newly established National Disability Registry and its digital Portal, and the Regulation 2021/R-54, and other existing laws and regulations, as well as provide technical support in the data collection and development of NDR.

3. Keys tasks and Responsibilities

- Develop compelling and engaging content (in English and Dhivehi) relevant to NDR for NSPA website and NDR portal and maintain as needed
- Develop communications and awareness materials, supportive tools regarding NDR and Disability Allowance in coordination with NSPA team
- Develop a communications plan and monitoring system of the NDR process
- Formulate and implement effective communication strategies to promote NDR and to disseminate information on NDR.
- Oversee and support the development and implementation of communication campaigns across various channels, including digital, social media and traditional marketing.
- Coordinate, plan and organize awareness sessions, forums, webinars and meetings for key public and private sector stakeholders regarding NDR, NDR Portal and revision to Disability Allowance
- Support the overall Coordination/Supervision and implementation of National Disability Registry
- Attend to media enquiries and manage relationships with the media and other stakeholders & close monitoring of all media coverage regarding NDR

The main outputs will include but not be limited to the following;

- Communication Plan for NDR
- Public Awareness Campaigns
- Information dissemination materials for use in different media channels
- Preparation and publication of awareness content in various channels and monitoring and monthly analysis.
- Meetings with NGOs, PWD Parents and information sessions and Data collection Activities
- Targeted outreach activities with local councils, government and non-government stakeholders

4. Remuneration Details

- The consultant will be paid a remuneration of MVR 20,000 per month

5. Service and Facilities provided to the Consultant

- Expenses related to workshops and their administrative support will be provided
- Local transport and accommodation for field visits to islands will be arranged (if any)
- Office space and office facilities will be made available for the consultant

6. Duration

- Duration of the consultant's services is 6 months from signing of the agreement.
- If required, the service period of the agreement may be extended (after discussion and agreement with the Consultant).

7. Reporting Obligations

- This position will be based at National Social Protection Agency
- The Consultant will report to the Assigned Project leader at NSPA throughout the duration of the contract
- The Consultant is expected to report to work on weekdays from 0800 – 1400 hours other than public holidays and provide services for an average of 44 hours a week if needed
- The Consultant shall ensure that all the required reports for the project are prepared on time in accordance with the requirements of NSPA

8. Required Qualifications, Experience and Competencies

- First degree in public relations, marketing, communications or social sciences with at least 3 years of work experience.
OR
Postgraduate degree in in public relations, marketing, communications or social sciences with at least 1 year of work experience.
- Demonstrated knowledge and understanding of Disability and working with the PWD community

- Proven experience in developing and facilitating awareness campaigns and sessions will be an added advantage
- Excellent communications skills in English and Dhivehi
- Proficient computer literacy is required
- Must be result oriented and proactive
- Excellent time management skills and ability to manage multiple priorities, deadlines, and tasks efficiently.

9. Evaluation

Evaluation of candidates will be performed according to the criteria and scoring detailed below:

- Education Qualification - (20%)
- Relevant professional experience - (30%)
- Knowledge and understanding of Disability and working with the PWD community - (10%)
- Experience with related PR and communications works - (10%)
- Interview - (30%)

10. Application

The applicants shall submit their applications along with the following documents:

- Letter of Expression of Interest (EOI)
- Detailed Curriculum Vitae
- Copies of Accredited certificates
- Letters of work experience
- Copy of National ID card
- Any other document that may support the application

Applications should be submitted before July 29, 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