



Ministry of Social and Family Development

Republic of Maldives

Terms of Reference

Introduction

The Ministry of Social and Family Development (MSFD) is charged with the mandate of advocating for, the safe keeping and protection of women, children, the elderly, people with disabilities (PWDs) and persons under the State care. As such, much of the work done by MSFD's Departments/Divisions/Sections and other affiliated semi-autonomous bodies encompasses the protection and prevention of the rights and wellbeing of the aforementioned vulnerable groups.

Due to the nature of the sensitive, and often-reactionary work needed to mitigate the social crises faced by these groups, the information dissemination (to the public) regarding these areas of crisis management often requires time and situation-sensitive means of media/marketing and public relations. However, due to the dearth of focus previously given to generating standardized guidelines, protocols, content templates and action plans for sustainable and meaningful public awareness raising campaigns regarding the multitude of projects, programs and activities carried out by the different bodies of MSFD, and the subsequent lack of investments made towards human resource, capacity building, budgetary and equipment for the purpose of generating such media content, there is a strong need for an agency that meets the requirements of media/social media branding development.

Link to Sustainable Developmental Goal: *(Related target of the Sustainable Development Goals)*

SDG goal 3, 4, 8, 10, 17

Consultant for media content creation, copy writing and rebranding selection criteria

The consultant for media content creation, copy writing and rebranding of the Ministry's social media content will be selected based on the following criteria:

Selection Criteria	Weightage (%)
Portfolio (Company profile, Curriculum Vitae, National Identity Card information, Relevant Academic Qualification(s), letters of reference/experience)	20
Media/Marketing/Branding Experience	20
Public Relations Experience	20
Quotation/ Price	40
Total	100

Media Branding Development Consultancy

Scope

The Media Branding Development Agency will generate photography, videography, graphic designing templates and filler posts, layout designing animation templates, digital illustrations, presentations templates, copywriting and overall content creation and any further assistance needed for the media, social media channels and campaigns conducted by MSFD. The Agency will develop the standardised operating procedures, guidelines and protocols, work plan, monthly content calendar, etc. and other areas of assistance as per the needs identified by MSFD. This Agency will also coordinate with the relevant staff of MSFD, working in close collaboration with the Media and Public Relations Section of MSFD under the direction of the head of the Section. This role requires reporting daily to the head of the Media and Public Relations Section, to ensure that the agreed expected outcomes are delivered within the stipulated timeline (four months) of the project. Additionally, the agency is expected to assist on any other tasks related to social sector development projects.

Deliverables

- Responsible to ensure that the agreed upon deliverables are developed and shared with the relevant parties as directed in a timely fashion.
- Generating a branding guideline in collaboration with the relevant stakeholders of MSFD, and the various consultancies recruited by it as necessary.
- Facilitate and executing all content creation such as photography, videography, graphic designing, layout designing, animation, digital illustrations, presentations, creative templates, copywriting and overall content creation in compliance with the mandate of MSFD.
- Maintain the quality of the photo, video, digital illustrations, layout and design, animation and presentation work, and ensure that it is in consistently in alignment with the branding guideline, or its alternative best practices observed by MSFD.
- Ensure that all work assigned is being reported to the immediate supervisors on a basis agreed by both parties.
- Ensure that all records of all items purchased and relevant details thereof with registers of assets and inventoried items and all financial transactions, carried out during the duration of the service delivery.

- Ensure establishment of a proper filing system of the Branding Development to keep all relevant correspondents for reviewing and auditing.
- Carrying any other relevant tasks related to the media content creation, as advised by the head of Public Relations and Media Section.
- Conducting marketing consultancy sessions for the relevant stakeholders of MSFD.
- Carrying out any other tasks related to social sector development projects assigned by the section head.

Timeline:

The project is expected to be completed within 4 months from the date of contract signing.

Requirements for experience and qualifications

Years of experience:

- Minimum 7 years of experience in working in a reputed organisation including 2 years of specific experience in Media/Branding and Public Relations field.
- Experience of working in the social sector will be considered an added advantage.
- Regional/Country Experience: Required

Contract Duration:

The contract shall be renewed based on performance, need and funding.

Duty Station:

The Agency selected for this work may perform their duties in their own office premises, but are required to attend the designated premises of the Ministry of Social and Family Development, its branches, as well as any other places as necessitated by the work assigned.

Duration:

120 Days.