



**MALDIVES: ENHANCING EMPLOYABILITY AND RESILIENCE OF YOUTH
PROJECT (MEERY: P163818)**

Ministry of Higher Education
Republic of Maldives

Consultancy Firm to provide Marketing Services for JobCenter Portal

(Procurement Ref: MV-MOHE-153184-CS-CQS)

TERMS OF REFERENCE AND SCOPE OF SERVICES

1. Background

Several aspects of the Maldives' recent development pattern highlight imbalances between labor demand and supply. Public sector jobs are predominantly in the civil service with the rapid expansion of cadres in the 1990s and 2000s. However, with the increasing standard of living over time, the labor market has become more challenging for Maldivians in general. Increasing educational attainment among the younger generation and expectations have coincided/collided with the rapid growth in low-skill service jobs associated with tourism and construction, leading to a mismatch in skills supply and demand. Despite the high levels of growth and labor market conditions in public investments, tourism, fisheries and non-tradable tourism related activities, important challenges remain for young Maldivians. These relate to (i) the need for greater inclusion and productive employment for youth, especially for those who cannot rely on public sector jobs (because of a sharp reduction of public sector employment) or who are from the most vulnerable segments of the population; and (ii) an increasing reliance on foreign labor in important sectors such as tourism and construction services and limited opportunities for women.

The Government of Maldives (GoM) is implementing the "Maldives: Enhancing Employability and Resilience of Youth (MEERY)" Project. The project is funded by the World Bank. The objective of the project is to improve the relevance of technical and vocational skills and foster entrepreneurship to promote youth employment in priority sectors. The project is being administered by the Ministry of Higher Education (MoHE), with a Project Steering Committee that will be co-chaired by the MoHE and the Ministry of Economic Development.

The project comprises three components and a Contingent Emergency Component. The three primary components are;

Component 1: Fostering skills development and entrepreneurship in priority sectors (Tourism & Construction and ICT related Services Sectors through four sub-components:

1.1: Labor-market assessment and analysis for demand driven skills identification

1.2: Revision of Skills Development (TVET and Entrepreneurship) Curriculum

1.3: Face-to-Face Skills Delivery.

1.4: Support for Entrepreneurship Development.

Component 2: Promoting entrepreneurship and employment through skills Development and eLearning Strategy through three sub-components:

2.1: Strategy Development, Strengthening and Diversifying skills development programs.

2.2: IT infrastructure for skills development and jobs platform.

2.3: Career hubs for education-industry linkages.

Component 3: Project Coordination, Monitoring and Evaluation

The Project Management unit (PMU) of the MOHE, who will be in charge of implementing the project is looking for a qualified Firm to carry out this assignment.

2. Introduction of the Assignment

The Government of Maldives is seeking to strengthen the IT infrastructure for job matching and program to support to operationalize and expand the scope of existing web-based job search and the job-matching platform. In November 2019, MoED have launched the JobCenter portal at jobcenter.mv. The aim of the JobCenter is to provide a modern user-friendly online platform for both employers and job-seekers to post and apply for job opportunities across the country. The system will enable registered Job seekers to be notified through SMS and e-mail, whenever a new job offering appropriate to their skills and experience is posted by Employers.

3. Objective(s) of the Assignment

The objective of the assignment is to hire a marketing firm to develop and implement a marketing and communication strategy to develop and execute an integrated marketing campaign to promote the use of the Job Center to employers and job-seekers throughout the country.

4. Scope of Work

The activities to be carried out under the consultancy are listed below, but not limited to:

4.1 Branding and Strategy:

Develop and implement a marketing and branding strategy for Job Center, that will define, strengthen and promote the Job Center brand and effectively market and communicate its benefits and other details to its target audiences.

4.2 Verbal and Visual Themes

Design and develop verbal and visual themes that is both attractive and simple. The themes should be in both Dhivehi and English languages.

For example:

For employers: Simplicity

For Jobseekers: A world of new career opportunities

For Skills Providers: A job market responsive TVET education for 21st century skills.

4.3 Marketing Communication Materials

Design, develop and execute an integrated marketing campaign that will be delivered across multiple media, including social media. The campaign should include the following:

- a. Visuals/layout for print and flyers
- b. TV commercials, animated (commercials x 3)
- c. Video tutorials (60-90 sec animated x 4) for Job Seekers and Employers.
- d. 3 video commercials, including models (30-60 seconds)
- e. Social media posts (still, video and animated) for Instagram, Twitter and Facebook.
- f. Outdoor campaign materials (Canvas, Pull-up banners, Standing banners and posters).
- g. Roadshow setup and materials.
- h. Video kiosks with flyers (2 indoor locations – Hulhumale’ Terminal and Villingili Ferry Terminal)

4.4 Information and Training materials

Design and develop training materials to train and familiarize Job Center team members, Business Center teams, Atoll Councils, Island Councils, TVET service providers and users.

4.5 Marketing and Promotion Events

- a. Plan and design event setup and promotional materials for Job Center marketing events and roadshows (mainly targeted for cities).
- b. Undertake trips to estimated minimum 62 islands including Greater Male’ area, Lh. Naifaru and Hinnavaru, Addu City and Fuvahmulah in order to advertise Job Center portal to a wider population of job seekers, employers, and TVET skills providers.
- c. If for any reason travel cannot take place, the marketing and promotion events will be altered to take place virtually for the 62 islands.

4.6 Reports

a. Event Report

An even report must be submitted after completion of each event.

b. Final Report

The final report should include the following:

Impact / Outcome Monitoring, Documentation of Processes and Events and measuring & evaluating effectiveness of the campaign and a Report on all events needs to be submitted. The report must also include an impact analysis of the Jobs Platform and summary outcomes and recommendations Chapter. The report should include annexes with tables on gender disaggregated responses, focus group questionnaires, and compendia of responses by respondents (TVET service providers, job seekers, employers) by Atoll.

5. Deliverables

	Key Deliverables
a	Inception report submitted within 1 week of signing the contract
b	Marketing and Branding Strategy developed

c	Verbal and Visual Themes developed
d	Marketing Communication materials developed
e	Materials developed to train Job Center employees in advertising the portal
f	Marketing and Promotional Events held
g	Final Report, including Impact / Outcome Monitoring, Documentation of Processes and Events and measuring & evaluating effectiveness of the campaign and Report on all events submitted within 1 month of end of contract. Impact analysis and summary outcome report.

6. Selection Criteria for Firm:

- 5 years of experience in event planning, developing and implementation of marketing/communication strategies.
- Successfully carried out 10 or more work similar to assignment (such as campaigns, roadshows, expos etc.) within the last 5 years.
- Successfully produced and published marketing materials such as TV commercials.
- 3 years of experience in producing a wide range of marketing and communication materials such as layouts for both web and print (infographics, videos, posters etc.).

7. Key Staff for the Assignment:

In order to successfully carry out the tasks listed above; the minimum key staff of the consultancy firm is required to have the following qualifications:

- The firm must submit written documentation stating availability of each key staff of proposed team for the assignment.

#	Position	Minimum Required No.	Qualification requirement	Minimum Experience Requirement
1.	Team Leader:	1	<ul style="list-style-type: none"> • Undergraduate degree in management, marketing, 	<ul style="list-style-type: none"> • 3 years of experience in management, PR or communications.

			communications OR 5 years of experience in management of marketing and communications	<ul style="list-style-type: none"> • Experience in the usage of new interactive media technology, social media for public information, and good knowledge and experience in handling of web-based management systems. • Experience working with both the public and private sector. • Ability to write and communicate clearly and analytically, both in Dhivehi and English language.
2.	PR Staff	1	<ul style="list-style-type: none"> • Undergraduate degree in marketing, communications or relevant field. 	<ul style="list-style-type: none"> • 3 years of experience in PR, marketing and/or communications field. • Experience in the usage of new interactive media technology, social media for public information, and good knowledge and experience in handling of web-based management systems. • Ability to write and communicate clearly and analytically, both in Dhivehi and English.
3.	Graphic Designer	1	<ul style="list-style-type: none"> • Undergraduate degree in graphic design or relevant field. 	<ul style="list-style-type: none"> • Successfully carried out 5 or more works similar to assignment within the last 3 years. • Ability to write and communicate clearly and analytically, both in Dhivehi and English.

8. General Conditions

- All the reports submitted to the client will be electronic copies. It must be noted that the copyright for all marketing/ communication materials and reports and other intellectual property created as a part of this project shall vest exclusively in MoED which would be free to use without restrictions for purposes.
- The Consultancy Firm will work at a place as agreed by both parties.
- The key staff must be willing to undertake travel (as required).
- No equipment or material will be purchased or provided by MoED to conduct the Scope of Work.
- Any travel, equipment or materials needed to accomplish this TOR will be covered by the consultancy firm.

9. Duration

The consultancy is for a duration of one (1) year.

10. Coordination and Reporting

The work will be carried out under the broad guidance and direction of Ministry of Economic Development (MoED). The work will be overseen by the head of job center portal section / State Minister / Permanent Secretary of Ministry of Economic Development. Progress of the work carried out is required to be submitted to MoED by monthly reports within a week following the end of each month and a final report within 2 weeks of end of the contract. The consultant will work at his/her own workplace. However, the consultant will be required to attend all the relevant meetings arranged by MoED.

ADDITIONAL INFORMATION:

With regard to the Terms of Reference Clause 4.5 Marketing and Promotion:

4.5 Marketing and Promotion Events

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- c. If for any reason travel cannot take place, the marketing and promotion events will be altered to take place virtually for the 62 islands.

Note: **Please note the following with regard to this sub work 4.5.**

- a. Due to the uncertainty surrounding the coronavirus pandemic; and as a precautionary measure, the shortlisted firm is informed that this activity (travel) may not be required if the situation worsens.
- b. Advice will be taken from the MoED regarding the possibility to travel when the time for executing this activity arrives.
- c. Should the Ministry deem it unsafe to travel, the marketing and promotion events will be altered to take place virtually.
- d. Should the Ministry deem it safe to travel, the firm will be required to conduct this activity as stated under sub-title 4.5.

With regard to the above note, please note the following:

This is only applicable to the firm shortlisted:

- a. All travel related expenditures shall be submitted as a separate financial.
- b. The firm is required to nominate no more than 3 individuals for traveling.
- c. Should travel be required, per diem per person shall not exceed MVR 1,000.00 which includes food, accommodation and intra island travels. It is the responsibility of the awarded firm to arrange their itineraries within the allocated stipend.