



## TERMS OF REFERENCE

### CONSULTANCY SERVICE FOR THE DEVELOPMENT AND IMPLEMENTATION OF PUBLIC AWARENESS CAMPAIGN ON AASANDHA COMPANY AND SCHEME

#### 1. Background

Aasandha Company Ltd is a State-owned Enterprise (SOE) with a mandate of implementing and managing the universal health insurance scheme of the government of Maldives, Husnuvaa Aasandha Scheme.

The company is seeking a qualified consultant to:

- 1.1 design and implement a comprehensive public awareness campaign for promoting Aasandha Company and Husnuvaa Aasandha Scheme to achieve strategic goals of the company.
- 1.2 Develop company's communication strategy.
- 1.3 Train and guide employees on effective use of social media, public speaking, and media relations.

#### 2. Scope of work

The consultant is expected to:

- (a) Develop company's internal and external communication strategy.
- (b) Design and implement a comprehensive public awareness campaign for promoting Aasandha Company and Husnuvaa Aasandha Scheme to achieve that aligns with strategic goals of the company.
- (c) Producing content for the campaign.
- (d) Producing media and communications templates.
- (e) Develop corporate identity manual that acts as a comprehensive guide on how to use corporate identity.
- (f) Train relevant staff members on working with journalists and other members of media.
- (g) Train relevant staff members on productive use of social media.
- (h) Train relevant employees on public speaking.
- (i) Provide regular reports on the progress of the project.

### 3. Deliverables

The consultant will submit the Human Resources and Administration Department the following for approval:

<b>Output</b>	<b>Timeframe for delivery</b>
<b>Detailed campaign strategy and action plan</b> Strategies and details of activities with deadlines for completion	Within 2 weeks of contract signature
<b>Communication products of the campaign</b> Submit communication products of the campaign including communication plan, messages, photos, videos, social media templates for approval.	Within 8 weeks of contract signature
<b>Progress report</b> Detailed description of products developed, and activities carried out till date.	Within 10 weeks of contract signature
<b>Corporate identity manual</b> With clear instructions, with examples, on how to use corporate identity.	Within 11 weeks of contract signature
<b>Training</b> Train relevant staff members on effective media and public relations, productive use of social media, and public speaking.	Within 12 weeks of contract signature
<b>Final report</b> Submit final report with highlights of the campaign.	Within 12 weeks of contract signature

### 4. Duration

The assignment should not continue for more than 3 calendar months beginning on the date of commencing work.

### 5. Payment terms

Payment to the consultant for the provision of deliverables outlined in clause 3 above will be made according to the following schedule:

Mobilization fee	20%
Acceptance of Detailed campaign strategy and action plan	10%
Acceptance of Communication products of the campaign	20%
Acceptance of Corporate identity manual	20%
Acceptance of final report and performance management manual	20%
Completion of training	10%

## **6. Eligibility**

Eligible consultants should have:

- Minimum 10 years of experience in marketing.
- Proven track record of nurturing an effective brand image through marketing.

## **7. Submission of proposal**

7.1 Interested consultants should submit a proposal that includes:

- Total fee, inclusive of any applicable tax, for the assignment.
- Proof of similar assignments completed in the past.
- Copies of academic certificates
- Curriculum Vitae
- Copy of the national identity card

7.2 Proposals should be delivered not later than 1400hrs on February 21, 2020 to the address below:

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

7.3 Proposals should be delivered in a sealed envelope clearly marked “Proposal to provide consultancy services for development and implementation of public awareness campaign.”