



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:

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