



Terms of Reference

Title:	Preparation of Media and Advocacy Action Plan 2022 - 2025
Estimated Duration:	2 months from the contract signed date
Location:	Male' City / Maldives

1. Background

The Children's Ombudsman was appointed by the President on 23rd July 2020, in accordance with Article 113 of the Child Rights Protection Act. The Children's Ombudsman's Office (COO) is created to assist the Ombudsman to carry out the duties assigned to her as per Article 115 of the Act.

Below are the four main legal responsibilities assigned to the office under the Act.

- To identify the extent to which state institutions adhere to the act and to take all necessary measures to ensure the implementation of the act;
- To identify the extent to which state institutions adhere to the Convention on the Rights of the Child and to take all necessary measures to ensure the implementation of the Convention;
- To monitor and evaluate the conduct of the staff and state institutions that are mandated to ensure the rights of children;
- To investigate and review the conduct of the staff and state institutions that are mandated to ensure the rights of children;

1.1. Vision

Ensure every child grows up with protection and their rights guaranteed without any discrimination.

1.2. Mission

- To ensure all state institutions and employees mandated to protect the rights of children in the Maldives adhere to the laws, regulations and conventions.
- To investigate and attend to cases regarding children in a responsive manner and review without bias.

2. Current Status

As per the Baseline Study conducted in 2020 by the Children’s Ombudsperson’s Office, we found most of the state authorities in the child rights sector has minimum knowledge about CRPA (19/2019) and the responsibilities placed upon them by the Act as well as the articles of UNCRC.

According to act no. 19/2019, multiple government authorities such as the Ministry of Gender, Family and Social Services, the Ministry of Health, the Ministry of Education, etc. are responsible for the protection of the rights of children in Maldives, as well as the community as a whole. Therefore, it is very important that all the government authorities are made well aware of their responsibilities and the consequences they face if they do not perform their duties properly.

As the mandate of the Children’s Ombudsperson’s Office extends to state institutions and its staff, we need to advocate and inform them about the Act and the convention.

3. Objectives of the Consultancy

Main objective of this consultancy is to develop a comprehensive media and advocacy strategy for Children’s Ombudsperson’s Office for the next 4 years 2022-2025. The specific objectives include:

- Developing a comprehensive Media and Advocacy Action Plan, including timeline for planning, organizing, implementing and hosting events/activities.
- Define in consultation with the different sectors the targets audience and key messages, and help tailor messaging to targeted audience
- Identify the best mediums or channels to carry out advocacy work. (Leaflets, TV spots, Events, etc)
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- Develop a framework for monitoring the Media and Advocacy Action Plan, that can be handed over to COO to continue monitoring the action plan.
- Design and carryout an advocacy training program.
- Plan out the Child Rights Conference scheduled to be held in early 2022.

4. Deliverables

- Detailed work plan indicating the work of the consultant within five days after signing the contract.
- Progress Report – Weekly report highlighting activities undertaken, results achieved, important findings and unexpected delays.
- Plan to carry out the Child Rights Conference 2022.
- Final Advocacy Master Plan 2022-2025.
- Detailed Monitoring Framework for the Advocacy Master Plan 2022-2025.

5. Time Span

The work related to this assignment is expected to be completed by 2 months from the date contract is signed.

6. Working Arrangements

The consultant is expected to work independently and should be based in Male'. All the supporting documents and materials will be provided by the Office wherever possible. The Office will assist in organizing meetings and any other administrative activities relevant to the requirements of the consultancy. The final deliverables will become a product of the Children's Ombudsperson's Office.

7. Expertise

A. Academic Qualifications:

- a. Minimum Bachelor's Degree in Mass Communication, Media and Journalism, Public Relations or relevant Social Sciences,

B. Experience:

- a. At least 3 – 5 years of work experience in the field of communications, media or journalism.
- b. Prior knowledge/experience in the Child Rights sector will be an added advantage.
- c. Prior experience in design and development of media action plans.

C. Skills and Competencies:

- a. Demonstrate analytical, coordination and facilitation skills.
- b. Demonstrate leadership and ability to set goals and timelines and work successfully with deadlines.
- c. Ability to work together and communicate effectively with a variety of people and organizations, both internally and externally.

8. Payment

Payment will be made in terms of MVR based on satisfactory completion of the works as agreed by the Office under a legal contract with the selected individual or firm according to the Maldivian Laws.

9. Evaluation criteria

Proposals will be evaluated based on the below criteria.

1. Cost of the consultancy – 50 marks
2. Previous work portfolios – 20 marks
3. Interview – 30 marks

10. Application Process

Interested and qualified applicants should submit their applications (in English) to procurement@oco.mv , with the following documents;

- Cover Letter
- Quoted price for the consultancy including GST
- Detailed Curriculum Vitae(s)
- Accredited copies of Educational certificates
- Previous work portfolios (include reference letters)
- NID card (for individuals)
- Business registration certificate copy (for firms)