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| **ANNEX II****TERMS OF REFERENCE***Request for Proposal (RFP) no: RFP21-088* |

## **Project Title: Support for communication and awareness.**

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## **Project Description**

The Pacific Community (SPC) is the principal scientific and technical organisation supporting development in the Pacific region. To achieve genuine and lasting improvement in people’s lives, its focus is on working with all members, at all levels, to deliver integrated services that advance their progress towards addressing their development challenges and achieving their aspirations.

This request for proposal is intended to serve the need of different divisions/programs and projects.

## **Scope of Work**

**Development and delivery of engagement strategies and awareness campaigns**

Establish an engagement strategy aimed at raising awareness amongst target audiences: SPC staff (internal), SPC member governments, partners (donors, academia, likeminded organizations), etc.

Generate relevant messaging crafted for the above-mentioned target audiences and ensure consistency of the Pacific Data Hub (PDH) messaging across all existing platforms (websites, social media, newsletters, print publications).

To be conducted closely with the Pacific Data Hub team, SPC’s Corporate Communications Office, the Strategy Performance and Learning (SPL) unit and other technical divisions.

**Engagement with PDH key partners/identification and outreach for new partners**

Develop training plans and associated training/educational materials for member governments and other key partners to roll out promotional activities for the Pacific Data Hub, and therefore become “ambassadors” for the PDH.

Identify new potential partners for the PDH; draft and tailor donor/partner engagement guidelines; help maintain partnerships by organizing and facilitating regular meetings and providing accurate information in a timely manner.

Coordinate engagement activities of “Data Champions” who will be solicited to promote the role of the PDH, and the wider concept of open data across the Pacific region.

**Delivery of communication campaigns and media engagement strategies**

Oversee the design and development of communication/awareness campaigns:

* Identify key dates in the regional/international agenda and suggest campaign ideas accordingly;
* Develop, in close collaboration with the PDH team and the Corporate Communications Office, a multi-annual campaign strategy with clear objectives, activities, and measurable KPIs.

Coordinate the development of campaign tools including content and products such as advocacy packs, presentations, and other briefing materials.

Delivery of a short and basic crash courses in communication strategies for staff using materials in order to maximize use and encourage effective communication practices.

Promote a better understanding of the PDH by facilitating or supporting news media outreach:

* Actively seek media opportunities for the PDH;
* Engage with journalists and secure slots for interviews with the PDH team;
* Build a database of national, regional and global news outlets (traditional and online) who are interested in the PDH/open data in the Pacific context.

Develop communication templates (print and electronic) to help standardized future communication materials)

**Provide guidance for smaller communication campaigns for specific outputs**

Monitor and evaluate the effectiveness of campaigns and other communication/awareness activities and provide subsequent reports.

Formulate recommendations for enhancement of engagement activities.

**Development of awareness-raising content**

Conceptualize and manage creation of specific types of communications and knowledge management products (e.g. articles, blogs, Q&As, evidence-based policy briefs, audio-visual materials, etc.)

## **Institutional Arrangement**

The Consultant(s) will report to a designated person by the division/programme/project that have hired him.

The Consultant will work closely with a wide range of expert in different fields.

The Consultant will have primary responsibility for the completion of documented outputs.

The provision of data from SPC (if necessary) will be subject to strict data confidentiality agreements and data provided to the consultant cannot be retained at the end of the contract.

## **Duration of the Work**

Preferred providers identified through this process will retain this status for a trial period of one year. If their performance is deemed satisfactory during the trial period, their preferred supplier status can be extended for up to three additional years.

## **Duty Station**

The preferred suppliers will generally be home based. Depending on the nature and extent of work, travel may be required. Economy class airfares and per diems at SPC rates, consistent with SPC travel policy, will be covered separately by SPC.

## **Qualifications of the Successful Contractor**

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| **Evaluation Criteria** | **Score weight (%)** | **Points obtainable** |
| Demonstrated experience in developing communication campaigns and media engagement strategies. | 25 % | 175 |
| Experience in monitoring and evaluating the effectiveness of campaigns and other communication/awareness activities. | 15 % | 105 |
| Demonstrated experience in developing engagement strategies and awareness campaigns. | 25 % | 175 |
| Experience in conceptualizing and managing creation of specific types of communications and knowledge management products. | 20 % | 140 |
| Demonstrated experience in developing training plans and associated training/educational materials. | 15 % | 105 |
| **TOTAL** | **100 %** | **700** |
| **Qualification Score** | **70 %** | **790** |