

## Design and multi-media Consultancy Service – COVID-19 Immunization Campaign

<b>Type of Contract:</b>	Local Consultancy
<b>Duration:</b>	2 Months, 20 days
<b>Project</b>	COVID19 Immunization Awareness Campaign

### Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, prevent and alleviate human suffering. It is the 187th member of the world's largest humanitarian movement – the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

The Maldivian Red Crescent aims to be the nation's leading humanitarian organization, with branches and units spanned all over Maldives. To date it has established 10 branches and 20 units spanning all over Maldives. It recruits members and volunteers, implements programmes and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – *Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality* – making no discrimination as to nationality, race, sex, religious beliefs, language, class or political opinions.

Maldivian Red Crescent (MRC) in its auxiliary capacity hopes to work with public authorities in providing support in implementing a nationwide COVID-19 Vaccine awareness campaign. The primary objective of the campaign is to create awareness on the importance of getting vaccinated and to clear the misconceptions around administering Covid19 vaccine.

Digital engagement plays an important role in Maldivian Red Crescent's COVID19 response in the fields of communication, fundraising, advocacy, and development. Use of digital media platforms, expands outreach, and broadens engagement around MRC's Covid19 Immunization Campaign. Effective use of digital channels for communication of MRC's key messages, through relevant content, experience, and dialogue, allow individuals to connect directly with other individuals or groups, as well as other organizations, thus creating valuable relationships with both online and offline benefactors. In order to more efficiently use communication platforms that will increase effectiveness of digital engagement, promotion of MRC's Covid19 Immunization Campaign, MRC needs to engage an individual consultant or firm.

### Objective

The overall objective of the consultancy is to provide support to the communication aspect of the Covid19 Immunization Campaign operations in advancing the development and execution of digital engagement strategies aimed at creating awareness of the vaccine hesitancy issues that need to change in order for programmatic interventions to have a transformative impact on the individuals who are yet to be vaccinated against Covid19. Also, to ensure that other related advocacy and communication activities are implemented, giving greater visibility for MRC's Covid19 Immunization Campaign, throughout the Maldives.

The Consultant/firm will be responsible for developing and support MRC Covid19 Immunization Campaign team to implement effective digital communications strategy and creating multimedia content, through digital communications and marketing tools.

As a result of the Consultant's work, the following deliverables are expected:

- Efficient communications campaign developed and implemented according to the project timeline.
- Digital Engagement activities and practices, to contribute to a better flow of information about MRC's Covid19 Immunization Campaign to the media and stakeholders are implemented.
- Development and production of multimedia content in order to increase media reach & visibility effectiveness.
- Systematic coverage of MRC's Covid19 Immunization Campaign activities in mass media, social networks.

### Key tasks and deliverables

The Consultant will provide the following technical and analytical services, which shall include:

Tasks	No. Deliverables	Considerations / details
<b>Social Media Posts (English, Dhivehi &amp; Bangla)</b>	30	Infographics and simplified image/ picture-based messaging
<b>Videos / Animations (English, Dhivehi with Bangla Subtitles)</b>	9	Audio messaging Appropriate sign language interpretation Infographics and simplified image/ picture-based messaging
<b>Posters / Brochures (English, Dhivehi &amp; Bangla)</b>	15	Simplified image/ picture-based messaging

### Reporting Line

The consultant will report to the Project Officer – Covid19 Immunization Campaign in close and regular coordination with Programme Coordinator – Health and inclusion and Programme Officer Communications and Advocacy.

### Academic Qualification

University Degree or equivalent in Marketing, Graphics Designing, Mass Communications or related field (if an individual).

### Experience

- At least 2 years of experience working in similar projects
- Demonstrated experience in maintaining social media accounts, especially Facebook, Instagram, and Twitter, as well as experience with new media executions, preferably with a development organization; knowledge and understanding of local and global digital landscape and trends
- Ability to integrate PR/communication initiatives with social media
- Experience developing compelling content to generate response from audiences online
- Experience in reporting on qualitative and quantitative analytics
- Ability to take quality photographs and basic photo editing skills
- Previous work with MRC or NGO experience in a similar role is highly desirable

### **Fees and payments**

---

Fixed monthly consultancy fee within the range of 25,000 – 33,000 based on the qualifications and experience.

### **Code of Conduct**

---

During the term of consultancy, MRC Code of Conduct has to be signed and thoroughly followed by the consultant.

### **Application**

---

1. Cover Letter
2. Application must include a CV (if an individual)/ profile (if a company)
3. At-least three Samples of past work / portfolios
4. Recommendation letters

Application submission, with all required documents, to be made by **23<sup>rd</sup> January 2022, Sunday, 14:00 pm** to:  
[info@redcrescent.org.mv](mailto:info@redcrescent.org.mv)