

MRC-AD/MIS/2024/170

Social Media Consultant for ERCP Project	
Type of Contract	Individual/Firm
Type of Consultancy	National
Duration	15 months
Remuneration	MVR 115,650
Estimated Starting Date	1st June 2024

## Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization established through the Maldivian Red Crescent Law (Law 7/2009). MRC's primary objective is to provide humanitarian aid and prevent and alleviate human suffering. Additionally, MRC'S Strategic Plan is centered around the concept of resilience. MRC's Strategic Plan 2019-2030 advocates for a shift in thinking and practice, recognizing the need for better coherence in the areas of disaster management, climate change, and development work. A key priority for MRC is working towards reducing vulnerabilities and increasing capacity to deal with frequently occurring natural hazards and the impact of natural disasters and climate change risks. This approach aims to increase the effectiveness of MRC's humanitarian role and work in Disaster Risk Management.

In alignment with MRC's Strategic Priority 1: Strengthening Emergency Response, and Priority 3: Facilitate Planning for Resilience, MRC, is currently implementing the project, Enhancing Resilience Planning and Strengthening Community Preparedness (ERCP), in coordination with key stakeholder National Disaster Management Authority (NDMA). The project is supported by United States Agency for International Development Bureau for Humanitarian Assistance (USAID BHA), with the overall goal to enhance and strengthen risk-based resilience planning at island and city levels and strengthen locally led preparedness and mitigation actions through systematic capacity building of existing resources and tools in island communities in the Maldives. The project will support the existing community-based disaster risk management (CBDRM) programs carried out within Maldives led by NDMA.

As part of the ERCP project, MRC plans to develop communication materials to effectively engage the public in the initiatives carried out by the project. MRC as an organization is in a unique position to build meaningful relationships and play an important role in engaging with communities. MRC relays critical information in a variety of ways, by utilizing a diverse range of visual content across web, social media, digital platforms, and printed materials. To enhance this work, the communication materials produced must align with MRC's brand guidelines, improve its visibility on public platforms and must be geared towards reaching target audiences.

## Objective

The objective of this consultancy is to increase the visibility of the ERCP project and MRC's activities. MRC aims to have a transformative impact on communities through the ERCP project by creating awareness and promoting social and behavioral change. The consultant/firm will be hired on a retainer basis and is responsible for designing, content creation, and production of Information Education and Communication (IEC) materials across various mediums such as Instagram, Twitter, Facebook, website, and print around key themes such as Climate Action, Climate Resilience, Climate Smart Disaster Risk Reduction, giving visibility to MRC and its work in the Maldives.

## Deliverables of the Project

The consultant is expected to deliver the following based on a mutually agreed timeline by both parties.

#	Deliverable	
1	Development of Conceptual design, workplan and contract timeline	Within 1 week from contract award (To be mutually agreed by both parties)
2	Develop branding for the project	Within 2 weeks from contract award
3	Develop social media posts in multiple languages: 45 posts, 3 posts per month based on the content provided by MRC.	As per deliverables timeline agreed
4	Design 10 posters in multiple languages for printing/to be displayed on digital screens etc.	As per deliverables timeline agreed
5	Design knowledge products: 5 booklets max 20 pages, and 3 leaflets in multiple languages.	As per deliverables timeline agreed
6	Design maps displaying key contacts, assembly points etc. for 10 target islands.	As per deliverables timeline agreed
7	Develop 1 animation video (30-60 seconds) with voice over and subtitles.	As per deliverables timeline agreed

## Reporting Line

The consultant will report to Project Manager - ERCP and work in regular coordination with Project Coordinators of the ERCP Project as well as the Programmes & Services department.

## Experience

- At least 2 years of experience working on similar projects.
- Proven experience in graphic design, developing digital, print media content and assets.
- Experience developing compelling content to generate response from audiences online.
- Fluency in English and Dhivehi
- Ability to integrate PR/communication initiatives with social media.
- Previous work with MRC or NGO experience in a similar role is highly desirable.

## Deadline for Completion and Payment

Consultant will be paid a monthly fee of MVR 7,710 for a period of 15 months, conditional on the completion of the deliverables agreed per month.

## Code of conduct

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

## Evaluation Criteria

The consultant will be hired based on the following criteria:

Details	
Education	20%
Portfolio and Experience	80%
Total	100%

## Application

All interested parties should email their expression of interest to [vacancies@redcrescent.org.mv](mailto:vacancies@redcrescent.org.mv) before 2.00 pm on **Monday, May 20, 2024**, along with the following documentation:

- Letter of Expression of Interest (EOI)
- National ID / company registration (as applicable)
- Detailed Curriculum Vitae / Company Profile [including CV of Team Members]
- Copies of Accredited certificates including transcripts
- Letters of work experience
- Portfolio/examples of similar assignments