

TERMS OF REFERENCE

for

Hiring a consultant for NDMA Communication Campaign, Content development, IEC material, & Annual reports (CBT)

Background and Context:

Pakistan is vulnerable to natural disasters in the form of earthquakes or recurring floods, manmade disasters like energy crisis, terrorism and bomb blasts, health crisis like COVID-19 and dengue. Keeping in view the dire situation of human security, conflict and disaster management all intertwined in hazard areas of Pakistan, there is a strong need to ensure quality disaster management, including strong communications, especially since media can be an important partner in highlighting the needs and awareness about disaster risk reduction at the mass level. Also, in lieu of the above, GCC aims to conduct research and documentation of the work done by NDMA in the last 10 years.

Using media as the main tool for strategic communications, external stakeholders and beneficiaries will be targeted to build the positive image and brand of NDMA; share vital pre- information; provide guidance during disasters; and support post disaster efforts.

The campaign aims to build NDMA as the lead expert organization for disaster management and equip the population to mitigate and prepare for disasters.

- Develop content/messages for positive brand image of NDMA to establish it as a lead expert on disaster management among all stakeholders and the general public.
- Develop content/messages on climate change disaster preparedness prior to and during disasters among the general public and within disaster management authorities at all levels.
- Propose potential campaign, and develop content/messages/static posts and story boards for video
- .Build strategic partnership and relations with media and private sector organizations to amplify disaster messaging pre and during disasters.
- Capacity enhancement of NDMA in communications.

NDMA intends to build a collaborative and comprehensive (multi-sectoral) campaign to raise awareness and ultimately galvanize behavioral change among communities to help them effectively respond, responsibly act and duly contribute to curbing the effects of disasters. It is an awareness raising campaign on preparedness and response to Floods and Fire emergency (climate change) which aims to educate and inform public on social and emotional wellbeing during these disasters and their role as a responsible citizen of Pakistan.

NDMA also seeks the services of a consultant for documenting NDMA's contribution in humanitarian preparedness and response in DRR/M, Operations and during the most challenging times in the form of a Coffee table Book. In line with the overall project output, the research and documentation of NDMA's contribution will help serve as a foundation for development of a resilience strategy to prepare communities with innovative thinking, tools and resources to build their capacities as effective agents of change. It will also help formulate informed interventions in development and humanitarian settings.

Target Audience:

- The **target audience** for the campaign/Coffee Table Book include the General Public, Potential partners and Supporters, Corporate Sector, Influencers, Parliamentarians, and Youth in colleges/universities

Objective of the assignment:

- It is a 6 months awareness raising campaign on preparedness and response to Floods and Fire emergency (climate change) which aims to educate and inform public on social and emotional wellbeing during these disasters and their role as a responsible citizen of Pakistan.
- To develop the brand and creative theme of the campaign and also develop all campaign material for social media.

Key Deliverables:

- Under overall supervision and guidance of NDMA's technical committee, the consultant will develop content and material. As this is a collaborative campaign, therefore the consultant will work with respective technical experts for content and ideas on a certain product.
- Review NDMA's existing IEC material, maps and archive them systematically.
- Propose and design the entire creative fabric of the campaign for all three phases of the campaign, inline to the mandate of NDMA and the scope of campaign.
- Propose media tools on the basis of outreach for the identified audience all over Pakistan.
- Proposing a catchy tagline, characters/visual niche (e.g., unique animation style) and hashtags for the campaign.
- Develop specific campaigns for international days that fall within the timeframe of the campaign e.g. Eid ul Azha, Independence Day, Youm e Ashura, DRR Day, and others.
- Develop content including scripts in consultation with NDMA's technical team and produce campaign material including TVCs, radio PSAs and social media cards/posts/posters.
- Develop social media posts and calendar.
- Propose a social media plan
- Submit Inception report/plan to NDMA with preliminary concept of CBT, suggested title, clear timelines with dates for submission of deliverables.
- Submit drafts of CBT with content, static posts/content for communication campaign for technical review and approval.
- Submit report of the entire activity and all collected data which includes photographs, videos, short stories, content, and any other related material to NDMA.
- Provide all data in hard/soft copy to NDMA for record.

Eligibility Criteria

- Must have 5 years of proven experience of working on similar campaigns preferably with development sector.
- Must have prior experience and be knowledgeable in areas of Disaster Management.
- Must have experience of presenting complex social issues in simple storytelling narratives.

- Outstanding writing and communication skills.
- Must be creative to come up with innovative and work on the campaign.
- Must have proven experience of developing and rolling out social media campaigns.

All content produced/developed will be NDMA's property and may not be used without permission. The consultant for both the projects will work in close collaboration with NDMA's team to ensure delivery of required outputs on pre-defined standards.

All related travel will be the sole responsibility of the consultant.

All interested candidates may send their technical proposals to

fo.gcc@ndma.gov.pk

faizarahmansyed@gmail.com by COB Friday, April 22nd 2022.