

TERMS OF REFERENCE

Hiring of a Consulting Firm for the Communications Strategy Implementation

Feb. 2024

SUPPORT TO KP-HCIP COMMUNICATIONS AND COMMUNITY OUTREACH

Terms of Reference: Hiring of a Consulting Firm for the KP-HCIP Communications Strategy Implementation

1. BACKGROUND INFORMATION

The Government of Pakistan (GoP) has received credit from World Bank towards the cost of the Khyber Pakhtunkhwa Human Capital Investment Project (KP-HCIP). The project intends to improve the performance of the health sector, particularly Primary Healthcare (PHC), and is implementing several strategic policies/guidelines including the Khyber Pakhtunkhwa Health Policy 2018.

The KPHCIP intends to strengthen the primary & secondary health care facilities and referral systems across the continuum of care. Project interventions will focus on improving the utilization of PHC as the first point of entry close to where people live and work, including women and refugees. More specifically, the project intends to:

- (I) Strengthen the infrastructure, equipment, and healthcare commodities at Basic Health Units (BHUs) and Rural Health Centers (RHCs) according to the KP Essential Package for Health Services Package (EPHS) and Infrastructure Standards i.e., the adoption of climate-resilient and environmentally friendly designs, including solar panels to promote energy efficiency, as well as disabled-friendly access, such as ramps for wheelchairs, to the extent possible. Standardized signage and branding templates will be used for improved visibility and accountability of the facilities and better information dissemination to the patients and including the provision of: (i) effective ANC, delivery care and PNC; (ii) immunization; (iii) nutrition; and (iv) FP services as well as prevention, screening and management of Non-Communicable Diseases (NCDs);
- (II) enhance the competence of PHC service providers as one of the key pillars of quality service delivery by providing necessary training using standard clinical protocols and training packages as applicable for PHC service delivery;
- (III) strengthen governance and regulatory mechanisms and provide the necessary support to the provincial government to adopt/implement appropriate policies, standards, guidelines and clinical protocols for PHC service delivery, and
- (IV) promote community engagement and accountability to create demand for PHC services.

The Project includes five components:

- Component 1: Improving Delivery of Quality Primary Health Care Services
- Component 2: Improving Availability and Quality of Education Services
- Component 3: Strengthening Community Engagement and Accountability

- Component 4: Reconstruction/Rehabilitation of Flood affected Healthcare facilities in KP
- Component 5: Contingent Emergency Response Component (CERC)

The project activities include strengthening of infrastructure, equipment, and healthcare commodities (*Component 1*), comprising mainly of primary health care facilities (Basic Health Units/Rural Health Centers/Cat-D Hospitals), and rehabilitation of selected primary schools to middle schools (*Component 2*) in selected districts. *Component 3* of the Project is to support community engagement and accountability. *Component 4* of the project is to provide support to the 158 flood affected healthcare facilities in 17 districts of Khyber Pakhtunkhwa. *Component 5* is regarding any future emergency support in Khyber Pakhtunkhwa.

2. KEY OBJECTIVES

One of the key objectives of the assignment is for the Consulting Firm to ensure the implementation of the KP-HCIP communications strategy with a specific focus on the delivery of the communications action plan comprising the activities and timelines. Based on the approved KP-HCIP communications strategy, the Consulting Firm will be responsible for its full-scale implementation including the planning, designing, and launching of all the project activities and events that fall under the project Components.

Another key objective of the assignment is for the Consulting Firm to continuously design, develop and deliver communication campaigns and outreach activities targeted at the communities in the project areas, including Peshawar, Nowshera, Swabi and Haripur as well as additional 16 flood affected districts. The Consulting Firm will also be required to ensure participation, through its representatives, in the activity planning and progress review meetings to be held at the PMU located in Peshawar, on a fortnightly basis.

The Consulting Firm will work under the supervision of the Project Director/DPD while working closely with the contract manager, other Sector Specialists and relevant stakeholders. The Consulting Firm will also be advised by the World Bank Communications Expert on technical matters pertaining to the implementation of the communications strategy and community outreach activities.

3. MAIN DELIVERABLES

The Consulting Firm will manage the preparation of printed communication materials, development of electronic and print media products, formulation of creative collateral and delivery of community level activities in congruence with the sociocultural dynamics of the project areas. **The Consulting Firm will be required to produce the following deliverables, and incur all the costs resultantly, under the terms of this contract:**

- Provide support in the establishment and operationalization of the Communications Working Group with the representatives of KP-HCIP.
- Produce, get approval of the technical content and rollout radio campaigns every two months (15 consecutive days across different radio stations) for wider outreach in target areas through public service announcements and information / awareness messages for project visibility in consultation with the KP-HCIP officials
- Engage with the print and electronic media journalists on regular basis to pitch / share at least 2 newsworthy updates per month for wider media coverage and ongoing publicity in leading news channels and newspapers (Urdu and English) also liaise with the media house and explore for better engagement under the corporate social responsibility (CSR)
- Digital profiling of all selected health facilities of the project that catalog evidence against each indicator of RF. Geotag photos/videos of each health facilities, particularly capturing difference status of intervention.
- Develop at least 3 print media products and its publication including brochures on key project topics, factsheet of the project to be updated every quarter and the next editions of the project factsheet and newsletter “KP-HCIP Rapport” to be disseminated every quarter
- Produce at least 2 electronic media products every month such as animated videos around key project aspects, progress short videos and community impact stories
- Develop social media posts on key messages pertaining to the project on bi-weekly basis and post regularly on various platforms indicated by the government.
- Engage social media influencers/ bloggers for disseminating of the awareness messages widely (upon approval of the list from the government)
- Organize the communication requirements (designing and printing of the outdoor banners) of community outreach activities within the project areas in consultation with the Social Mobilization Partners
- Develop and produce thematic communication materials on at least 4 topics including grievance redress, women participation, youth inclusion, on monthly basis
- Design, produce and manage digital media content for the project including website updates twice a week and daily postings on the project social media accounts on Facebook, Twitter, Instagram, and YouTube
- Visit the health facilities and develop plan to make them client friendly
- Develop and produce short messages from medical fraternity to be displayed on the LEDs in the waiting areas of the health facilities specifically focusing on maternal and neonatal, family planning and nutrition
- Develop and produce varied communication materials on an ongoing basis to be used during community outreach and social mobilization such as flyers (10,000), posters (5,000), brochures (12,000), pamphlets (6,000), photo frames (50), etc.
- Provide support to the KP-HCIP in strategic communications focusing on community-driven development approaches. The support includes building the staff capacity by trainings (once

every quarter) on communications and community outreach topics including the effective use of social media, fostering community participation, etc. for the staff of KP-HCIP.

- Plan and execute outreach events and meetings (at least once a month) such as seminars, workshops, roundtable discussions, townhalls, jirgas and will generate report along with videos and photographs
- Identify and prepare a series of community video stories and testimonials (at least two minutes) (twice a month) to present the beneficiaries' perspectives by highlighting how they benefit from the project support
- Travel to various project locations (based on mechanism to avoid unnecessary visit but also do not compromise quality reporting) for field support and to capture success stories and milestones events for content development and dissemination through various platforms, Sociocultural considerations must be given due importance
- Fortnightly present their progress to the PD PMU for course correction

S/n	Deliverable	Frequency / Quantity
3.1	Submission of inception report	20days after signing of the contract
3.2	Communication Working Group	1 time activity, establishment of the CWG Continued support in organizing CWG sessions (Firm will be responsible for convening of meeting and setting the agenda for discussion to make the platform functional)
3.3	Quarterly radio campaigns	3 campaigns, 15 consecutive days each Broadcast plan across 3 different FM radio stations
3.4	Print and electronic media news	2 news stories published every month Active liaison with English and Urdu journalists
3.5	Factsheet quarterly updates	2 printed updates of the KP-HCIP factsheet A4, 8 pages, 130gsm matt paper, 4-color printing
3.6	Newsletter quarterly publications	2 editions of KP-HCIP Rapport to be disseminated A4, 4 pages, 130gsm matt paper, 4-color printing
3.7	Brochures on key topics	At least 8 brochures until the end of project A4, 2-4 pages, 130gsm matt paper, 4-color printing
3.8	Animated videos for project	At least 4 animated videos to be produced 2 to 3-minute videos with 2D graphic animations
3.9	Progress short videos	At least 8 model projects to be covered 2-minute short videos using latest trends and tools
3.10	Community impact stories	At least 12 testimonials to be filmed 2-minute community videos filmed and edited in HD
3.11	Community outreach banners	At least 200 banners to be printed 8x4 feet size, matt flex, with O rings in the corners

3.12	Thematic print materials	At least 2 key project topics every month A4, 2-4 pages, 130gsm matt paper, 4-color printing
3.13	Updates of the website	Twice a week, at least 40 updates in total Website management and maintenance
3.14	Postings on social media	1 post daily on Facebook, Twitter, and Instagram Social media posts with full branding and designs
3.15	Flyers for community outreach	10,000 to be printed for community dissemination A4, 2-pages, 130gsm matt paper, 4-color printing
3.16	Posters for community outreach	5,000 to be printed for community dissemination A2, 130gsm matt paper, 4-color printing
3.17	Brochures for project needs	12,000 to be printed for project communications A4, 4-pages, 130gsm matt paper, 4-color printing
3.18	Pamphlets for community outreach	6,000 to be printed for community dissemination A5, 2-pages, 130gsm matt paper, 4-color printing
3.19	Photo frames for visibility	50 photos to be developed and framed 2x3 feet, matt printing laminated, wooden frames
3.20	Staff trainings	Once every quarter, at least 2 in total Virtual or in-person trainings to be organized in full
3.21	Outreach events and meetings	At least once a month, at least 5 in total Organizing the events in the project target areas
3.22	Series of community video stories	Story videos twice a month, at least 10 in total 2-minute community stories filmed/edited in HD
3.23	Travel to project locations	1 visit every week, at least 20 visits Lodging and travel for the visits to be fully arranged
3.24	Handing & taking over of the relevant data with administrative rights to KP-HCIP on closure of the contract	One week after expiry of the contract.

4. TEAM COMPOSITION

The Consulting Firm will be required to demonstrate a team of professionals who should have the experience and expertise to offer the turnkey solution in the production and completion of the above listed deliverables. The Consulting Firm must be able to dedicate the following key experts as part of this assignment, while the Communications Specialist (Team Lead) shall be based at the PMU in Peshawar:

4.1 Communications Specialist / Team Lead: Master's Degree in Mass Communication, Social Sciences, Management Sciences, Business Administration, Development Studies, or any other closely related field of study from an institute duly recognized by the Higher Education Commission. At least 10 years of relevant work experience is required as a demonstrated high achiever in the field of development communications, public relations, and media management.

The main responsibilities of the Communications Specialist include, but not limited to:

- Leading the planning and implementation aspects of the project communications strategy by managing the overall working of the communications and community outreach team
- Supervising all the key components including content development, graphic design, media production, community outreach and social media to ensure quality and coherence
- Liaising with the key institutions and stakeholders to work for a shared vision of promoting the project visibility through communications and community outreach activities
- Planning and achieving monthly targets for the team as well as individual members to deliver high quality communications and community outreach products
- Collaborating actively with the PMU staff to create and implement community outreach campaigns in the target areas
- Participating in all briefings, meetings, discussions, events, and activities as the key focal person on behalf of the Consulting Firm

4.2 Content Developer / Creative Writer: Master's Degree in Mass Communication, English Language, Social Sciences, Management Sciences, Business Administration, or any other closely related field of study from an institute duly recognized by the Higher Education Commission. At least 5 years of relevant work experience in preparing creative write-ups, developing content for different media opportunities, compiling reports in proper formats, etc. Excellent report writing skills in English and Urdu will be a pre-requisite. The work of this expert will be reviewed by the PMU at the stage of evaluation.

The main responsibilities of the Content Developer / Creative Writer include, but not limited to:

- Drafting and editing communications material (brochures, flyers, posters, etc.), impact stories, blog posts, and other materials intended for print and online dissemination
- Steering the development of the periodic issues of the project factsheet, quarterly newsletter, and monthly update on an ongoing basis
- Coordinating actively with the Sector Specialists, District Management, Community Development Officers and SMP representatives for rough drafts and background data
- Working to improve the content of technical briefs, concept notes, multimedia presentations, progress reports, etc. through quality formatting and proofreading inputs
- Providing active support in the social media content development and the project website content management

- Identifying opportunities for content development and creative write-ups in a proactive manner to contribute to the project branding and visibility

4.3 Graphic Designer / Visualizer: Bachelor's Degree in Communication Design, Fine Arts, Graphic Design, Information Technology, or any other closely related field of study from an institute duly recognized by the Higher Education Commission. At least 5 years of relevant work experience in designing communication campaigns, preparing graphic layouts, visualizing project publications, etc. Strong skills in design software such as Adobe Illustrator; Adobe Photoshop, Adobe InDesign, Corel Draw, etc. Academic qualification may be relaxed in case of significant work experience and a distinguished work portfolio.

The main responsibilities of the Graphic Designer / Visualizer include, but not limited to:

- Ensuring a uniform and coherent visual identity of the project across all the communication materials and products for the government branding
- Leading on the graphic and visual elements of all the communications and outreach material including newsletters, factsheets, brochures, pamphlets, posters, etc.
- Developing proper layouts for the digital media products to ensure branding and visibility of the project in a consistent and creative manner
- Working closely with the Content Developer / Creative Writer on the graphic aspects of the reports, documents, briefs, manuals, guidelines, etc. for improved readability
- Collaborating with the Web Developer / Social Media Expert to provide graphic design support to the website and development of infographics for social media outreach
- Visualizing the project communications and community outreach material which resonates with the messaging requirements and target audience of the project

4.4 Public Relations and Media Specialist: Bachelor's degree in Journalism, Mass Communication, Social Sciences, Management Sciences, Business Administration, or any other closely related field of study from an institute duly recognized by the Higher Education Commission. A proven network of print and electronic media journalists who can provide media space and coverage to the project specific updates on their channels and publications. At least 7 years of experience working with the media organizations and professional journalists.

The main responsibilities of the Public Relations and Media Specialist include, but not limited to:

- Coordinating actively with the Sector Specialists, District Management, Community Development Officers and SMP representatives to identify media worthy news and updates
- Working closely with the Content Developer / Creative Writer to prepare media briefs and news reports that can be published by leading English and Urdu newspapers/channels
- Maintaining close working relationships with journalists and reports in the print as well as electronic media to develop the project rapport in the local and national media

- Engaging with the media professionals and representatives in a proactive manner to ensure that the project receives regular media space and coverage
- Identifying social media influences and original content creators who can be utilized effectively for the project communications and community outreach
- Providing support to the project senior management in developing and publishing special articles, featured stories and op-ed pieces in leading English and Urdu newspapers

4.5 Web Developer / Social Media Expert: Bachelor's Degree in Web Development, Computer Science, Information Technology, Software Engineering, Business Administration, or any other closely related field of study from an institute duly recognized by the Higher Education Commission. At least 5 years of relevant work experience in developing/managing websites and running social media handles of public or private sector institutions on Facebook, Twitter, YouTube, and Instagram. A portfolio of developed websites and managed social media pages will provide a big advantage.

The main responsibilities of the Web Developer / Social Media Expert include, but not limited to:

- Ensuring the implementation of the project social media strategy and adherence to the social media guidelines
- Leading on the quality content management of the project website and identifying new opportunities to improve the web experience for the online users
- Creating meaningful content for all social media platforms daily to boost the audience engagement and inspire them to get mobilized and participate more actively
- Working with the Graphic Designer / Visualizer and Content Developer / Creative Writer to ensure informative and appealing content for the project website and social media accounts
- Providing training and guidance to the project team members on social media implementation best practices and strategies
- Collecting website visitor and social media engagement related metric for data analytics to evolve and improve web and social media content
- Generating and distributing engaging written or graphic content in the form of e-newsletters, web pages, blog stories, social media messages, etc.
- Growing and expanding project social media presence into new social media platforms, plus increases presence on existing platforms including Facebook and Twitter

4.6 Photographer / Animator / Video Editor: Bachelor's degree in Information Technology, Photography, Video Editing, 2D Animation, Graphic Design, Social Sciences, or any other closely related field of study from an institute duly recognized by the Higher Education Commission. Ability to produce animated videos using latest technologies and best practices. At least 4 years of creative video work and practical animation designing experience is required.

The main responsibilities of the Photographer / Animator / Video Editor include, but not limited to:

- Undertaking sessions of the project activities and events with the assistance of the PIUs and SMPs to produce high-quality photo images and video clips
- Capturing still and motion content for multiple platforms and deliver the edited products to Graphic Designer / Visualizer and Web Developer / Social Media Expert for further use
- Producing animated videos on key project aspects (women, youth, collaboration, etc.) by animating story-driven character actions that are exciting, emotional, and compelling
- Developing high quality visual effects for display through the project website content, social media handles and video promotional material
- Creating videos and other audiovisual material for the project website and social media to enhance the project communications and community outreach
- Utilizing raw material to edit the footage by inserting video shots, background scores, special effects, etc. to ensure quality post-production of audiovisual material

5. STAFFING REQUIREMENTS

The following staffing requirements have been deliberated in line with the main deliverables and team composition.

S/n	Position Title	Number of Persons	Person Months	Total Months	Type of Input	Placement
4.1	Communications Specialist / Team Lead	1	6	6	Full-time	PMU KP-HCIP
4.2	Content Developer / Creative Writer	1	6	6	Full-time	Comms Firm
4.3	Graphic Designer / Visualizer	1	6	6	Full-time	Comms Firm
4.4	Public Relations / Media Specialist	1	6	6	Full-time	PMU KP-HCIP
4.5	Web Developer / Social Media Expert	1	6	6	Full-time	PMU KP-HCIP
4.6	Photographer / Animator / Video Editor	1	6	6	Full-time	PMU KP-HCIP

6. QUALIFICATION CRITERIA

The Project Management Unit, Khyber Pakhtunkhwa Human Capital Investment Project invites eligible firms to indicate their interest in providing the services under these terms of reference and demonstrate that they are qualified to perform the services. The Consulting Firm must have:

- Demonstrated experience of at least 5 years in the areas of development communications, content development, graphic design, public relations, social media management, web development, video production and still photography
- Substantial experience of completing at least 3 similar assignments in handling the communications and community outreach activities of the development projects in Pakistan. Experience of working in Khyber Pakhtunkhwa will give an added edge
- Working experience on communications and community outreach with the public sector organizations and international development projects in the context of Khyber Pakhtunkhwa will have an added advantage
- Availability of staff with the required skills (strategic communication, content development, creative writing, graphic design, public relations, media management, web development social media handling, still / video photography, non-linear editing, and 2D animation. Firms are required to submit the detailed CVs of the required experts with their EOI
- Familiarity with the project working context and the local sociocultural dynamics including language (Pashto and Urdu) and geography (as mentioned above) to operate effectively is an added advantage
- Overall managerial capacity and technical strength: The Consulting Firm should be able to demonstrate strong technical and managerial staff and other capacity like established offices etc.

7. CONTRACT TERMS

The Consulting Firm will be hired for a period initially until 30th June 2023, extendable with mutual consent. The firm shall provide complete cost for rendering services and providing the requisite deliverables including the total cost of printing of all kinds of communications material, production of developing multimedia/video products, and airing the radio broadcast campaigns for the period of 5 months. Payment will be made on a rolling basis on the production and printing of each deliverable or a set of deliverables.

The Consulting Firm will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations of the World Bank for IPF Borrower July 2016 Revised November 2017 and August 2018. Further information can be obtained at the address below during office hours i.e., 0900 to 1700 hours. Expression of interest must be delivered to the Project Director, Project Management Unit, Khyber Pakhtunkhwa Human Capital Investment Project for evaluation and assessment as per the following details:

Project Director

Khyber Pakhtunkhwa Human Capital Investment Project

Contact:

Email:

Post: