



Call for application

POSITION TITLE: Consultant for Malaria CSO platform advocacy and communication strategy for 2021-2023

LOCATION: Bangkok

REPORTING RELATIONSHIP: Project manager

LENGTH OF ASSIGNMENT 90 days

START DATE: August 2020

END DATE: November 2020

Terms of Reference

BACKGROUND

ARC is an international non-profit organization that has provided humanitarian assistance to millions of beneficiaries over the past 30 years. ARC works with refugee, IDP, and affected communities in ten countries around the world, helping people regain control of their lives after conflict and natural disaster. ARC has been responding to the humanitarian/refugee crisis in Thailand since 1992, addressing issues relating to GBV, Health, and WASH sectors, with funding from BPRM, USAID, UNHCR, and many others. ARC is sub-recipient of the Global Fund RAI2E grant and implementing malaria project in Thailand and Myanmar

The Regional Malaria CSO Platform in the Greater Mekong Sub-region (GMS) is a network of more than 50 Civil Society Organizations (CSO) and community representatives from the Global Fund RAI implementing countries: Myanmar, Thailand, Cambodia, Lao PDR, and Vietnam. The Platform serves as the CSO consultation mechanism for the RAI and RAI2E RSC CSO representatives. American Refugee Committee (ARC) is the host of the Malaria CSO platform, GMS for 2018-2020.

The Regional Malaria CSO platform plays a key role in advocacy, communication, and community engagement through different activities, for example, meetings, consultations, site visit, connecting CSOs for technical assistance, and developing capacity in malaria grant implementation. The Platform provides a common space to all CSOs from the GMS that are working on malaria or working with malaria vulnerable and affected communities through other development programs (e.g., for education, human rights, and other health services).

In 2018, the Platform had developed its advocacy plan to focus its activities. The following 3 key thematic areas were agreed among the CSO partners. Thematic areas or platform advocacy

1. Community engagement and community-led service
2. Multi-sectoral collaboration and domestic resources for universal health coverage (UHC)
3. Surveillance and data utilization

The consultant is expected to develop advocacy and communication plan for the platform for the next 3 years based on the existing platform advocacy plan and recommendations from the CSO platform evaluation.

OBJECTIVES

The overall objective of the consultancy is to develop an “Advocacy and Communication Strategy” for the malaria CSO platform, GMS, for 2021-2023. The consultant will be expected to work with platform secretariat and steering committee members to develop a three-year communication and advocacy strategy for the platform, including indicators and measurement tools.

Methods and Tools

The following methods can be used to complete the above-mentioned tasks and fulfill the purpose as defined by this ToR.

1. Desk review of the relevant documents from the platform (platform advocacy plan, website, advocacy papers, social media activities and regional consultation reports)
2. Literature review on the best practices of advocacy and communication strategies
3. Consultative meetings/interviews with relevant stakeholders (Eg. CSO platform focal person, RAI implementing organizations, experts, RAI RSC members, and CSO representatives and PR-UNOPS)
4. Documentation
5. Presentation

SPECIFIC ACTIVITIES

Conduct a mapping exercise to better understand gaps, challenges, and opportunities that the Secretariat faces in pursuing a stronger institutional role in advocacy and communications taking into account the findings and recommendations of a recently completed CSO platform evaluation report.

1. Consult with CSO platform secretariat and steering committee members and external partners to better understand the capacities and needs that are critical to a corporate advocacy and communications strategy.
2. Identify the key audiences for the advocacy and communications strategy. Who are we trying to reach and why? How to effectively leverage champions from political, organizational, and individual level?
3. Draft a communications strategy, outlining clear goals and objectives, as well as different audiences, tactics, key activities, indicators, and an implementation plan for 2021-2023.
4. Conduct consultation (s) with platform secretariat staff, steering committee members, platform advisors, and PR UNOPS to collect input and perspectives, build ownership of the strategy, and ensure successful implementation with the support of all teams.

DELIVERABLES

The consultant will work closely with the malaria CSO platform, GMS secretariat. All deliverables will be submitted to the platform secretariat. The final strategy will be reviewed by the platform secretariat and ARC project advisory team for the platform. All draft documents will be submitted as soft copies while the final products will be submitted as a soft copy and the hard copy. The consultant should submit the following key deliverables,

1. Inception report: Outlining details of activities with proposed methodology and timeline/ delivery dates with a schedule of consultation and work plan

2. Draft advocacy and communication strategy, including advocacy and communication structure, tools, social media strategy outline for the platform, implementation guidance and indicators for monitoring
3. Key communication messages, hashtag, templates for community story, templates for a press release, and communication channels
4. A final strategy (soft copy and hard copy) in English

KEY QUALIFICATION, EXPERIENCE, AND SKILLS OF THE CANDIDATE

1. At least postgraduate degree in media and communication field or social science
 2. In-depth knowledge and understanding of issues of health and malaria in the Greater Mekong sub-region
 3. Extensive work experience and proven record in communication work with a specific focus on advocacy, policy, campaign, communication and strategic management
 4. Demonstrate experience of having undertaken similar assignments
 5. Good analytical and documentation/report writing skills
 6. Good communication and facilitation skills
 7. Excellent command of oral and written English
 8. Cultural awareness and sensitivity to the local issue
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SUGGESTED TIMELINE:

The assignment is estimated to commence in July with no more than 90 days and to be completed within October 2020. Should there be a situation to extend the timeline, ARC will not be responsible for covering financial costs for an extended period.

Date	Activity	Remarks
20 August 2020	Meeting/Skype call with the ARC project team to discuss the framework and report outline	Consultant and ARC project manager and technical and communication coordinator
27 August 2020	Inception report: Outlining details of activities with proposed methodology and timeline/ delivery dates with a schedule of consultation and work plan	Consultant
24 September 2020	The updated situation of consultant work in a brief report not more than 4 pages (or) a presentation to regional consultation if any.	Consultant
15 October 2020	Draft advocacy and communication strategy, including advocacy and communication structure, tools, social media strategy outline for the platform, media and communication channels, implementation guidance and indicators for monitoring, Key communication messages, hashtag, templates for community story and templates for press release	Consultant

25 October 2020	Final advocacy and communication strategy for the platform (online and hard copy)	Consultant
6 November 2020	Project closure	

BUDGET FOR THE TASK

The budget for the task has been estimated to a maximum of USD 6,000. Priority will be given to quality proposals with a lower budget. The payment will be made as follows:

1st installment – 25% after signing the agreement

2nd installment 35% after submitting the final draft addressing comments on the draft version

Final installment – 40% after submission of final deliverables

The finance section will deduct tax at the prevailing tax rules and any cost related to bank transactions outside Thailand.

Note: The consultant is suggested to budget any cost related to this assignment and responsible for covering. For example, expenses for meetings, consultations, and materials.

PROCEDURE FOR SUBMISSION OF EXPRESSION OF INTEREST

Interested consultants should submit below-mentioned documents by email to Administration Coordinator

1. An updated CV (Maximum 3 pages)
2. An application letter/email
3. A draft proposal with a framework of the advocacy and communication strategy outlining methodology, timeline, remuneration requirements (daily rate) and other related costs
4. A past example of similar consultancy work for advocacy and communication strategy
5. Budget detail or daily rates

Only short-listed candidates will be contacted. Please submit your application through email to

Raprahan Kawphong

HR – Administration Coordinator

raprakank@arcrelief.org

For more information, contact

Dr. Sai Nay Min Shein

Technical and Communication Coordinator

Sai.Shein@arcrelief.org