

SAINT VINCENT AND THE GRENADINES

TERMS OF REFERENCE

COMMUNICATIONS CONSULTANT

SUMMARY

The Project Communications Consultant will be responsible for developing a communications strategy and sensitisation campaigns to reach, inform and engage the diverse women, men, girls and boys and their organisations to create necessary awareness about the COVID-19 Response Programme which comprises the Improving Response and Resilience of the Health Sector to COVID-19 and the Safety Net for Vulnerable Populations Affected by Coronavirus Disease projects.

For the Social Protection Line of Credit, the activities associated with this include:

- (a) Develop culturally appropriate and gender-sensitive communication campaigns to reach beneficiary households and inform about the purpose and scope of the intervention.
- (b) Identify key stakeholders/audiences as well as appropriate communication channels, dissemination methods and media to effectively communicate key messages to specific stakeholders.
- (c) Conduct gender-equitable consultations/focus group discussions with various stakeholders/audiences to discuss their information needs.
- (d) Develop a costed implementation plan with timelines for the advocacy and communication strategy.
- (e) Conceptualise, design and develop Information, Education and Communication (IEC) materials on social protection with appropriate and relevant messages tailored for different audiences using various formats as appropriate such as text, graphics, imageries, infographics, videos, printed materials, etc.
- (f) Design a standard publication layout for dissemination of information on Social Protection for use in future publications.
- (g) Develop a guide for all communication on Social Protection issues to ensure consistent formats for publications and communication products.
- (h) Identify opportunities to strengthen partnership and cross-sectoral linkages in implementing the Communication Strategy.
- (i) Set out an implementation framework for rolling out the Communication Strategy.

- (j) Support the Ministries of National Mobilisation, and Education with the implementation of the Communication Strategy.

For the Health Line of Credit, the Consultant shall provide support to the Ministry of Health, under the supervision of the Permanent Secretary or his designate, in areas including:

- (a) Support the procurement of the Health Communications Consultant.
- (b) Review of all deliverables under the Health Communications Consultant.

The Consultant will work closely with the Ministries of National Mobilisation, Health, Finance, Education, National Insurance Services and National Association for Persons with Disabilities in delivering the consultancy.

QUALIFICATIONS AND EXPERIENCE

Prospective candidates should have:

Education: A Bachelor's Degree or higher in Journalism, Public Relations, Mass Communication, Public Affairs or a related field.

Experience:

- At least five (5) years of proven proficiency and experience in crafting and executing national or regional communication strategies and leading campaigns.
- A proven track record of successful social marketing, risk communication, branding and marketing experience.
- Demonstrated experience in graphic design, videography and video editing.
- Capacity for creation of communication materials that are gender-responsive and inclusive.
- Experience working in health and social issues would be an asset.

Other skills and abilities:

- Excellent interpersonal skills;
- Able to work both individually and within a team;
- Able to efficiently work in an output-oriented environment efficiently and deliver results;
- Ability to take initiative and work independently with limited supervision;
- Flexibility in learning and applying new approaches; and
- Analytical capabilities and cognitive skills.

Language proficiency: Fluency in written and spoken English.

Contract Duration: The contract duration will be for a period of thirteen (13) months.