

Bangladesh Red Crescent Society (BDRCS)

Terms of Reference (ToR)

For

Hiring of Consultant (consultancy firm)

**BACKGROUND**

Bangladesh Red Crescent Society (BDRCS) was established by the President Order 26 of 1973 as an auxiliary to the Public Authority. We are, the Bangladesh Red Crescent Society (BDRCS) – part of the world’s largest humanitarian organization, The International Red Cross and Red Crescent Movement. We have stood beside the population of Bangladesh throughout history and have played a crucial humane role in the relief, rescue and rehabilitation of hundreds and thousands of vulnerable people trapped into the unfortunate calamities of floods, cyclones and other natural disasters in Bangladesh. Our work is outlined by our guiding principles, and our history shapes our morals and ethics.

To enhance the deliverances further and continue in serving the people in need, as well build and maintain trust with all stakeholders, BDRCS is calling on experts to develop the Communication Strategy.

**ABOUT THE ASSIGNMENT**

The BDRCS Strategic Plan 2021-2025 is comprised of three strategic goals, four strategic hubs, five transformations, six humanitarian challenges and seven sectoral services. To implement this, BDRCS is committed to work more effectively and efficiently, ensuring that important information is managed and relayed at the right time, right places and to the right people, through the lenses of internal and external communications.

The challenge of addressing humanitarian work requires strategic visibility and communication of the issues, impact, and potential solutions. As part of rolling out the BDRCS Strategic Plan, there is a need to develop a Communications Strategy to guide efficient and effective communication with stakeholders as well as amplify the voices of the people we work with.

The Communication strategy will build on already ongoing efforts in communications. It is intended as an evolving, organic document that will adapt and change over the period of the BDRCS Strategic Plan.

The key aim of the Communication Strategy is to strengthen BDRCS through establishing organization’s branding and overall messaging, raise awareness of the organization, engage with larger audiences and, increase support from donors, volunteers, and fund-raisers.

**OBJECTIVE OF THE ASSIGNMENT**

The objective of this assignment is to develop a Communication Strategy, which incorporates customised approaches to effectively inform and engage stakeholders (communities, programme partners, government, private sectors, donors, etc.), programme sectors and geographic locations, to facilitate collaboration in regular times and during emergencies. In addition, we want to strengthen the ability of country teams, the regional platform and partners to work together in creating and delivering high-quality, impactful and influential communications. This transition will require more consistency in terms of our branding values.

**SCOPE OF WORK**

* How best to engage with main stakeholders (modalities and approaches)
* What are the key messages to the identified stakeholders to keep them engaged
* How to identify early adopters among stakeholders and effectively encourage them to participate in communication interventions
* How can it be ensured that International Humanitarian Law (IHL), Community Engagement and Accountability (CEA) and gender and social inclusion lens are applied in all mediums of communication.
* How can stakeholders provide input or raise issues and use their expertise to contribute to the success of the communication strategy
* How can the internal stakeholders communicate amongst themselves most effectively
* How can communication success be best measured to ensure ongoing cost effectiveness
* What resourcing levels are required to implement the proposed communications strategy
* How will the communication strategy be implemented and monitored by the communication team
* How will these tools and techniques be defined in the monitoring and results measurement (MRM) guidelines of the communication

**METHODOLOGY**

The approach to developing the communication strategy will be both participatory and consultative. Key stakeholders, including staff and partners, will be engaged in the process of developing the strategy to enhance ownership. The consultant will undertake the following activities, which will lead to the development of the strategy.

**Phase I: Inception and Planning**

This will involve initial inception meetings, agreeing on methodology and approach, timelines, an outline of key informant interviews, and communications assessment planning

**Phase II: Situational Analysis**

Summary of the context, summary of the institutional context for BDRCS, key informant interviews, communication assessment, stakeholder perception survey, media content analysis etc.

**Phase III: Stakeholder Analysis and Prioritization**

Stakeholder mapping, media mapping, positioning BDRCS in the national development context.

**Phase IV: Development of the Communication Strategy**

Identification of the following: different types of communication methods based on the different levels of communications, target audiences, communication objective for each targeted audiences, development of key messages, main communication channels and strategies to reach the different audiences, communication products and activities tailored to each audience, budgets, risk analysis/planning, mapping, procedures, and cost benefit analysis of the various tools.

**Phase V: Development of LF & M&E Framework**

Based on the developed logical frame drawing out an implementation matrix for Monitoring & Evaluation framework.

**Phase VI: Validation of the Communication Strategy**

Validate the road map

**Phase VII: Capacity needs assessment for staff and partners**

Identification of the existing capacity, gaps and solutions.

**DELIVERABLES**

**Inception Report will include:**

Three (3) days after signing of the contract, the expert will have to provide BDRCS with an inception report that will articulate the overall requirements of the TOR including proposed methodology, work plan with clear timelines, and responsibilities.

**Final Report will include but not limited to:**

* Define the comprehensive communication approaches which will be consolidated around BDRCS focus and thematic areas aligned with existing BDRCS Strategic Plan 2021-2025 and the upcoming one and IFRC 2030 Strategy.
* Develop, review, modify and translate the data collection tools and define techniques that can be used for data collection.
* Identify the methods to reaching out to the identified target audiences, methods & channels to be used and key types of messages to be shared.
* Must include internal and external (various stakeholders including programme partners and beneficiaries) communication strategy for normal & emergency times with a plan of action which will include resource requirements and timeline.
* For accountability and to ensure that BDRCS’s communications work is strategic, and the outputs/expected results are of a high quality, develop an annual communications plan.
* Must include templates for various reporting, M&E, collection and sharing of information & data, messages, etc.
* Write up a communication strategy document in English and Bangla.

Please note that the BDRCS communication team will share the draft report of the communication strategy with the BDRCS Managing Board for approval. Hence, there is a need to have the expert to be available for making any changes to communication strategy. BDRCS Communication and IFRC Communication Team will be on board during this phase.

**QULIFICATIONS (INDIVIDUAL/CONSULTANCY FIRM)**

The communication Consultant will be required to demonstrate the following:

* Minimum of 5 years of relevant professional experience in developing similar strategies for both national and international development organisation preferably in National and International Humanitarian activities.
* Experience in conducting capacity needs assessments in the areas of media, communications, and digital skills.
* Previous experience in conducting surveys (both data collection and analyses) for communications.
* The consulting firm should have academic qualifications in relevant field of expertise, preferably in advanced degree in the field of Mass Communications.
* Demonstrated a high level of professionalism and an ability to work independently and in high-pressure situations under tight deadlines.
* Excellent communication and written skills in English and Bangla.
* Strong understanding of gender and feminist principles.

Skills required**:** data analysis, strategy and planning, media and communications, social media, facilitation, effective writing, design, computer skills and interpersonal skills

**SUPERVISON/MANAGEMENT OF ASSIGHMENT**

The consultant will be managed by the Director of International Relations and Communications of BDRCS and work closely with the team members of the communication team of BDRCS and all other relevant departments/teams of BDRCS, IFRC and partners.

**Payment/Honorarium**

The selected consulting firm will receive 20% of the total bill after the submission of the inception report, 30% after submission of the final draft and the rest of 50% will be paid upon approval and final submission of the strategy. VAT and Tax will be deducted as per government policy and as per BDRCS standard practices.

**EVALUATION AND SELECTION COMMITTEE**

The selection process of the expert will be based on the set of criteria developed by the BDRCS Communication Strategy Evaluation Committee to evaluate the proposals. The Evaluation Committee will evaluate the proposals by using the combined scoring method. The technical proposal will be evaluated on 70%; whereas financial proposals will be evaluated on 30%. The short-listed bidding consultant or firm may be asked for a formal presentation prior to the final selection.

**CONDITIONS APPLY**

*Gender Integration*: As BDRCS along with the partners will target an equal number of men and women, from the expert it is expected to collect data considering both genders. Also, it is expected to interview the same number of men and women.

**APPLY PROCESS**

If you think that you are competent enough, please send one copy of your updated CV with cover letter to the email id: hr@bdrcs.org and areefa.sinha@bdrcs.org by 15 March 2025.