Request for Consultant Services Proposal (RFP)

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| Solicitation Title: | Communications Consultant |
| Solicitation Number: | TB-24-001 |
| Submit Questions and Proposal to: | Procurement.TB.TJ@fhi360.org  |
| Date of Issue of RFP: | January 12, 2024 |
| Date Proposal Due: | January 24, 2024 |
| Approximate Timeframe Consultant Agreement Issued to Successful Candidate(s): | Replacement for Maternity Leave. Service Agreement shall be signed for 140 working days from February until September 2024. |

FHI 360 is a global organization that mobilizes research, resources and relationships so people everywhere have access to the opportunities they need to lead full and healthy lives. With collaborations in over 60 countries, we work directly with local leaders to advance social and economic equity, improve health and well-being, respond to humanitarian crises and strengthen community resilience. We share data-driven insights and scalable tools that expand access and equity so communities can effectively address complex challenges, respond to shocks and achieve thriving futures.

We currently seeking qualified candidates for **Communications Consultant** for USAID End Tuberculosis (TB) Tajikistan Activity.

**Project Background**

USAID End Tuberculosis (TB) Tajikistan Activity is a five-year project funded by the U.S. Agency for International Development (USAID). USAID End Tuberculosis (TB) Tajikistan Activity aims to reduce the burden of TB in the Republic of Tajikistan. The project activity results are focuses on improving case detection and notification for all forms of TB, increasing the number of patients cured of all forms of TB, strengthening TB prevention by expanded preventive treatment and improved infection prevention and control (IPC) interventions, and strengthening TB system resilience/reliance in public health emergency.

**Consultancy Position Summary**

Under the supervision of the Monitoring, Evaluation, and Learning (MEL) Specialist, the Communications Consultant will be providing technical assistance to the project partners and the project in designing and developing communication materials, campaigns and tools that will help increase the uptake of TB services in the coverage areas. S/he will also collaborate with the project team members, Government and non-Government partners to ensure visibility of FHI360 activities, proper knowledge management and sharing of project outputs and results to both external and internal audiences.

The Communications Consultant will push the boundaries of traditional communication. S/he will bring innovative ideas that have the potential to go viral; leverage skills to plan and execute them; and assess and strengthen successful approaches for scale-up.

**Key Responsibilities**

* Assist in Activity strategy and design, its digital adaptation, social media outreach, planning, monitoring, and evaluation.
* Lead together with the team the digital adaptation of learning modules and training activities on TB service delivery and prevention and related capacity building initiatives.
* Manage and track implementation of Marking and Branding Plan, compliance with USAID and FHI360 regulations.
* Lead and provide assistance to staff on proper implementation of Marking and Branding requirements.
* Review all technical and operations documents of the Activity to comply with marking and branding requirement, edit and submit final activity documents.
* Manage consideration of all technical and operations documents with direct supervisor and provide an updated files addressed USAID and/or Activity management team requirements and feedbacks.
* Develop, pre-test, and produce digital communication tools and e-job aids based on evidence-based theories and methodologies, in line with the communications strategy.
* Produce and/or manage regular content calendars to ensure timely refreshing of project-related social media content and activities.
* Monitor social engagement and track conversion across project-supported platforms to test and iteratively improve online communications and client recruitment strategies.
* Assist in coordinating with the subgrantees, research firms, advertising agencies, public relations experts, production vendors, community mobilizers, and/or consultants hired by the project on creative milestones and outputs.
* Assist in supervising local contracts and monitoring of ongoing function and technical troubleshooting for integral services, such as mass media programming.
* Guide the design and execution of patient-friendly websites, information dashboards, knowledge portals and e-newsletters. Monitor it as an administrator.
* Provide technical support to the project partners on social media outreach and other marketing needs.
* Work with the M&E staff to monitor and evaluate the progress and impact of project’s activities. Introduce innovative models for measuring/attributing social media demand generation and audience engagement toward project goals.
* Document project results and impacts in various forms, including media stories, lessons learned, case studies, client satisfaction, and other areas that contribute to quarterly and annual reporting.
* Arrange, sustain, and support effective communication with mass-media, social media and influencers to present Activity results to both broad and targeted audiences.
* Performs other relevant duties as assigned by the Monitoring, Evaluation, and Learning (MEL) Specialist.

**Deliverables:**

* Contribute to the FHI360 monthly and quarterly report for USAID;
* Coordinate and lead on the World TB Day (WTBD) by organizing events at the National and regional levels with NTP and implementing partners; to develop OI for donors on WTBD events.
* To develop press releases, brochures, flyers with national partner’s close coordination.
* To develop information to donor and partner organizations, decoration, and preparation of the hall for the event based on the Activity’s Branding and Marking rules, be responsible for media participation, and post event reports and collection of media materials published.
* Develop and disseminate among contacts of TB patients video story and IEC materials about the effects of TPT in family (3.2.4b).
* Attract multiple partners operating online/offline sources for providing TB counseling to TB patients, contacts, and at-risk populations (One-Impact; Websites: NTP, MOHSPP, CSOs​; Call Centers; social media, CSOs​; SMM specialist) (4.5.1a).
* Develop and ensure use of standard welcoming message for operators of call centers and online platforms (4.5.1b).
* Provide operators of call centers and online platforms​ with the database of contacts of all TB services providers, per local legislation (connected to 1.3.2c) (4.5.1c).
* Ensure Quality Control of operators and online platforms providing TB counseling through Quantitative Indicators and getting feedback (4.5.1d).
* ​​Develop/Update and disseminate printing IEC materials and radio broadcasts in prisons on TB prevention and stigma, curability of TB, importance of adherence to TB treatment. (1.3.5.b)​
* Make sure that all materials produced by FHI360 in Tajikistan will be in line with USAID requirements on Branding and Marking;
* By NTP demand, develop, adapt, print, and disseminate SBCC, IEC, Promo and Visibility materials (4.5.2e)
* Work with technical team to submit one success story in each quarter.
* To prepare a work plan for two photographers, including all their documentation, reporting, and photo collection.
* To collect and archive all consent forms for photos, interviews, and videos.
* To prepare 10 best photos from each event with a full description and their submission to Activity COP management.
* Develop timely Official/Informal report right after each events, trainings, meetings, activities and etc.
* Provide daily assistance to all staff related to the Activity’s Branding and Marking requirements.

**Minimum Qualification Requirements**:

* BS/BA (Mass Communication, Marketing, Advertising, Public Relations, Philology, Development Communications, Public health, or related field).
* At least 5 years of hands-on experience on communication, public relations and communication, and work in/with social media campaign planning and digital platforms and advertising.
* Ability to design visual content for digital social media campaigns, websites, and mobile apps.
* Ability to write campaign, website content, scripts, creative materials, and project documents.
* Must be able to thrive in a diverse, fast-paced collaborative studio environment and have superb time management skills.
* Ability to work on problems that are diverse in scope and require judgment in resolving or making recommendations for solutions.
* Demonstrated ability to work independently and as a team member.
* Articulate, professional, and able to communicate in a clear, positive manner.
* Fluency in English is required.
* Prior work experience in USAID funded programs with disease prevention and control portfolio and/or INGOs and donors represented in Tajikistan preferred; TB-focused programs a plus.
* Any Tajik relevant professional qualifications are an advantage.
* Position open to Tajik nationals or individuals who have the legal rights to work in Tajikistan.

The above statements are intended to describe the general nature and level of work and are subject to modification. They are not intended to be an exhaustive list of all responsibilities, skills, efforts, or working conditions associated with the job.

**Evaluation Criteria:**

1. Relevant prior experience (30%)
2. Proposed rate (30%)
3. Education (20%)
4. Experience in working with international organizations (20%)

**Required Documentation:** Applications must include the following components:

1. CV
2. Cover Letter outlining **Hourly Rate** in Tajik Somoni
3. 2 references, including contact information.

**Contract mechanism:**

Service Agreement for 140 working days with a fixed price in Tajik Somoni will be concluded with the candidate whose proposal most closely matches the requirements described in this request.

**Response deadline & format:**

1. Responses to this RFP should be submitted by email to procurement.TB.TJ@fhi360.org with the Subject line: “Communications Consultant”
2. Responses must be received no later than **January 24, 2024, 5:00 PM Dushanbe time**. Proposals received after this date and time may not be accepted and shall be considered non-responsive.
3. Clarificatory questions will be accepted until **January 23, 2024**, and should be submitted only by e-mail to procurement.TB.TJ@fhi360.org

**FHI 360 Disclaimers**

* FHI 360 may perform a background check on any selected Consultant candidates.
* FHI 360 may cancel the solicitation and not award
* FHI 360 may reject any or all responses received
* Issuance of the solicitation does not constitute an award commitment by FHI 360
* FHI 360 reserves the right to disqualify any offer based on failure of the offeror to follow solicitation instructions
* FHI 360 will not compensate any offeror for responding to solicitation
* FHI 360 reserves the right to issue award based on initial evaluation of offers without further discussion
* FHI 360 may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
* FHI 360 reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition