**Consulting Services for Communication Strategy and Action Plan**

**Technical Guidance for Terms of Reference**

Disclaimer: The following technical guidance for terms of references (ToR) have been shortened to reflect essential points (scope of work, deliverables, timeframe and qualification requirements) to be included in the terms of reference. Every organization can then adapt these to their standard ToR template.

**Scope of the Consultancy**

A Consultant firm with a proven track record in designing and implementing communication strategies will be hired to prepare a Communication Strategy and a Communication Action Plan for the safe school project.

**Specific tasks include**

* 1. In close collaboration with the project implementation unit (PIU), the Consultant shall design a detailed Communication Strategy for the Project, which should clearly identify the communication campaign’s goals, desired outcomes, key stakeholders, target audiences, main messages designed in a gender-sensitive manner, audiences for those messages, communication tools and channels (town halls, radio, brochures, videos, social media, face-to-face meetings, women’s groups, community groups, monitoring and evaluation mechanisms), as well as a list of proposed activities together with the timeline for their implementation (Communication Action Plan).
  2. The Strategy should contain analysis (focus groups) and stakeholder mapping to determine targeted audiences including: a) communities, school committees at selected school sites in rural and urban settings; b) stakeholders at the institutional level including Ministries, Government Agencies and other establishments involved in the project: c) high-level stakeholders in positions of power, influence and decision making (MPs, President’s Office, regional, rayon and local level MPs). Based on the analysis identify potential champions and influencers for collaboration to ensure buy-in and ownership of the project.
  3. Working closely with the PIU for the definition of targeted messages for the above audiences to ensure that benefits, e.g. (overall increased resilience to earthquakes) and innovations (financial protection and catastrophe risk insurance against natural disasters) as well as all other benefits introduced by the project are duly perceived and accepted by all stakeholders. It also includes communication channels to inform communities and stakeholders about the progress of the implementation works.
  4. The communication strategy should also clearly outline the roles and responsibilities of the PIU in its implementation throughout the life of the project as well as the institutional resources (e.g. Ministry Website) that can be used for the implementation. To the extent possible, the Communication Action Plan should utilize existing institutions, communication mechanisms and resources available under the project and among the involved ministries, agencies and stakeholders. In case of the need of external services, the Action Plan should estimate cost and potential providers.

**Deliverables**

The consultant firm will deliver the following results in English and the local language:

1. Communication Strategy for the safe school project
2. Detailed Action Plan- realistic in terms of time, affordable including cost estimate for each action and proposed channels of communication.

**Duration of the Assignment**

The approximate assignment period will be for 6 weeks starting from [insert start date] to [insert end date].

**Consultant Qualification Requirements**

The Consultant firm should meet following qualification criteria:

1. Proven experience of at least five years in the design and implementation of communication campaigns, including at the national level;
2. Specific experience in communication strategies for World Bank funded projects in the country of the project;
3. Excellent knowledge of development issues, socio-political, economic and cultural contexts of the country of the project;
4. Ability to mobilize a multidisciplinary team to conduct baseline field work;
5. Team members with strong writing and editing skills in local languages;
6. Team members with strong communication skills, including interviewing capabilities;
7. Ability to research and analyze data/ content and develop public communication materials on deadline.