

TERMS OF REFERENCE

CONSULTANCY: COMMUNICATION AND SUCCESS STORIES MATERIALS FOR THE MOZTRABALHA PROJECT

Workplace:	Maputo, Mozambique
Application deadline:	13/12/2019, 17:00 - Maputo Time
Desired languages:	Portuguese and English
Expected start date:	10/01/2020
Application	maputo@ilo.org

1. Background

The ability to create job opportunities, especially for women and youth, has been one of the major challenges for Mozambique's socioeconomic development. To address this issue the Government of Mozambique, Employers' Organization and Trade Unions developed the National Employment Policy (NEP), which was approved by the Council of Ministers and adopted in September 2016.

The NEP aims at "Promoting job creation, employability and employment sustainability contributing towards economic and social development of the country and the well-being of Mozambicans". To support in the implementation of the NEP, the International Labour Organization (ILO), in consultation with the social partners, designed the "Decent Work for Sustainable and Inclusive Economic Transformation in Mozambique" project also known as MozTrabalha whose aims are to create and improve employment outcomes in both urban and rural areas, by focussing on:

- a) Implementation of employment-intensive market infrastructure investments;
- b) Stimulate Green Jobs through SME development; and

- c) Create opportunities and reducing constraints to access productive employment for women and female-headed households.

The MozTrabalha project has 2 objectives:

Immediate Objectives 1: Strengthen national policy and institutional environment leading to increased promotion of decent employment and sustainable economic transformation;

Immediate Objectives 2: Sectors are stimulated to create decent, sustainable and green employment opportunities for Mozambican women and men, in particular youth and those living in rural areas.

To ensure accountability, knowledge creation and sharing of information the project interventions, process and results should be well captured and disseminated a communication strategy was developed. Therefore, the ILO and MozTrabalha, would like to hire a communication consultant/firm to support the implementation to support the implementation of the project's communication strategy.

2. Objective of the consultancy:

- 1) To produce audio-visual material and communication materials to promote the interventions implemented and results achieved MozTrabalha project;
- 2) Maintain, update and oversee website and social media operation and content

3. Expected results:

- 1) 7 videos (3-5 minutes) – 7 teasers (30-50 seconds)
- 2) Edited communication material (reports, brochures, short stories)
- 3) Reports of the website and social media activity

4. Activities

TASK 1: 7 VIDEOS

1.1 SCRIPTS | Preparation of the 7 stories scripts. Includes meetings with ILO Team and visits to project locations in Maputo (Outside of Maputo, extra expenses are expected)

1.2 FILMING | Include filmed interviews to selected people and image capture to finish off the stories. Also Include drone flight, illumination and professional sound record.

1.3 PRODUCTION & EDITING | It includes copyrighted musics, English subtitles and Infographics, including the video transcript.

TASK 2: COMMUNICATION MATERIAL

2.1 REPORTS | Design reports in a DIN A4 double-sided, about MozTrabalha project and others. These reports will be redesigned in a format adapted to social networks to be posted.

2.2 FLYER | Design triptych flyers.

2.3 PHOTOGRAPHY | Photo Session. It includes the edition of the photographs and the delivery in digital format.

2.4 INFO-GRAPHICS | All the material will be used and redesigned to post on social networks included

TASK 3: MANAGE THE MOZTRABALHA WEBSITE

3.1 WEB | Manage & Update content and verify operation Moztrabalha

3.2 TWITTER | Update content and interaction with user in MozTrabalha account in twitter.

5. Communications Consultant/Firm Profile

- Relevant professional degree in the field of communications, media, journalism, photography or marketing is preferred.
- A minimum of five years of professional experience in development communications, media, public relations, journalism, marketing or a related field.
- Capability and proven experience in implementing communications strategies with an eye toward results-based management,
- Capacity and proven solid experience in developing and managing website and social media platforms,

- Capability and proven experience in crafting messages in various formats (press releases, websites, success stories, short videos, blog entries, tweets, info-graphics etc.) targeting a variety of audiences,
- Knowledge and experience of working with the UN System,
- Excellent written, oral and interpersonal skills.
- Fluent in both Portuguese and English,

6. Place and Duration of the Contract

We expect that the consultant/firm work for an initial period of 6 months. The External Collaborator will commence perform on **10 January 2020** and such performance will be its work completed and delivered no later than **12 June 2020**, on which date this contract shall expire.

This is a home based assignment; however, the consultant will be required to travel to the locations where the interventions are being implemented. The costs for internal transport within the country to visit the project's sites and DSA will be paid by the project.

7. Application process

The ILO Project Office in Maputo invites the interested communications specialists/firms, with proven experience in similar assignments, to submit electronically to maputo@ilo.org by 13/12/2019 at 5PM, the following:

- CV/profile of the company, and
- Cover letter, containing technical and financial proposal with subject:
Communication and Success Stories Materials for the Moztrabalha Project

Only selected candidates/firm will be contacted.

Even if not a requirement for the proposal the suppliers are strongly encouraged to fill, sign and send back the below ILO supplier forms together with the above documentation in order to be registered in the ILO database.



ILO Companies and
Organizations Supp



ILO External
Individual Supplier f

8. Rights

The ILO reserve the rights to assign different tasks to more candidates if required. The ILO retains all rights of publication and use of products and results of the consultancy. In event that the service delivered is unsatisfactory or fails to conform to the conditions set out above, the ILO reserves the right, as appropriate, to interrupt it, to request that it be corrected or modified, or to refuse to accept the service.