

Terms of Reference

Title	Communication Strategy Development Service
Summary	<p>CARE is currently seeking to develop a long-term comprehensive communication strategy aiming to achieve LINKS online platform’s goals. This includes producing high-quality animated videos, data visualization, refining and optimizing communication processes, and efficiently connecting to relevant stakeholders.</p> <p>The service provider will contribute to direct and indirect implementation through timely and quality support to the project’s team and partners, ensuring targeted high-quality delivery and impact.</p>
Location	The service provider will report to CARE in Lebanon (CIL) - Beirut Office.
Start and End Date	From 4/26/2024 To 6/26/2024
Estimated # of workdays	Up to 60 days
Reporting to	Senior Project Officer
Hiring Manager Signature	

Overview

CARE established its presence in Lebanon in 2006 and has been responding to the Syrian Crisis since late 2012. Among CARE's key imperatives is putting people it serves first through implementing cutting edge programming in areas where it operates. CARE currently carries out activities in Beirut, Mount Lebanon, Akkar, North Lebanon, South Lebanon, and the Beqaa Valley. CARE implements both emergency and development projects contributing to livelihood, food security, protection, gender, shelter, and water,

sanitation, and hygiene. It targets the most vulnerable people and populations, pertaining to both host communities and refugees.

In 2022, CARE developed [LINKS](#) online platform that is currently the only all-inclusive collaboration and coordination tool available to People in Need, local service providers, and resource providers. In this regard, it plays a critical role in coordinating humanitarian activities and providing information on available services and gaps.

Objectives

CARE is currently seeking to develop a long-term comprehensive communication strategy aiming to achieve LINKS online platform’s goals. This includes producing high-quality animated videos, data visualization, refining and optimizing communication processes, and efficiently connecting to relevant stakeholders.

The service provider will contribute to direct and indirect implementation through timely and quality support to the project’s team and partners, ensuring targeted high-quality delivery and impact.

Deliverables & Timeline:

Ref	Milestone	Timeline	Payment Terms
Communication Strategy			
1	Tailor communication and outreach strategies for various stakeholder personas and preferences: People in Need, Local Organizations, Donors, Volunteers and Experts. This segmentation allows personalization of messaging and optimization of open rates (emails, Newsletters, etc)	Final Submission Due by End of May 2024	25% upon contract signature.
2	Awareness Building: Storytelling techniques to engage audience (Success Stories, Impact Metrics, Testimonials)		50% upon review and approval of the communication strategy.
3	Engagement Strategies through various channels (social media, newsletters, blog		25% upon review and approval of the visual content

	posts, events) to encourage interaction, participation, feedback, and foster a sense of community among platform users.		(videos and social media messages)
4	Methods to sustain and increase support from donors, volunteers, and experts including regularly communicating updates, achievements, upcoming initiatives, and showing appreciation for their contributions.		
Visual Content			
5	Produce Three to Four short introductory animated videos (2 to 3 minutes each) targeting abovementioned stakeholders to elucidate how they can participate and be involved.	Final Submission Due by 26 June 2024	
6	Branding and overall message: Refine the platform's branding and draft core messages to be communicated consistently across various channels (website, social media, other relevant platforms)		

Service Provider Profile and Competencies

- Master's degree in one or several of the following areas: Marketing, Communication, Digital Arts .
- At least **8 years** of relevant experience, especially at NGOs, academic organizations, standard-setting bodies, public agencies focused on Networking and Disaster Risk Management.
- Extensive experience interacting with and relating to beneficiaries, professionals, and international stakeholders at various levels.

How to apply

Please submit your technical and financial proposals to undertake the above-mentioned activities by sending an email to mohamaditani@careliban.org no later than 17 April, 2024, 5PM Beirut time.

a) Technical proposal to include:

- Maximum of six pages outlining the Consultant's understanding of the TOR and the proposed methodology to conduct the assignment, including techniques and tools to be used;
- Copy of the CV(s);
- Portfolio of previous clients for similar jobs.

b) Financial proposal detailing the following:

- Itemized fees and costs – service provider should indicate professional all-inclusive rate to be invoiced to CARE.
- Provide proof of Ministry of Finance of Lebanon registration (Fiscal number).

In case the service provider cannot provide proof of MOF registration, 7.5% will be deducted from the proposed rate.