TERMS OF REFERENCE

Local Contractor for Census 2022 Communications

(MDV-ToR/2022/04 Dated: 27 Dec 2021)

<table>
<thead>
<tr>
<th>TERMS OF REFERENCE</th>
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<tbody>
<tr>
<td>Contracting Office:</td>
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<td>Purpose of Contract:</td>
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<td>Scope of work:</td>
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### Deliverables:

1. Development of a communications plan in line with the Census 2022 Communications Strategy
2. Regular posting to social media platforms (Facebook, Instagram, Twitter, TikTok and Viber) in line with the developed communications plan.
3. Development of 5 informational videos as detailed above.
4. Trimmed versions of the videos prepared for posting to social media (detailed above)
5. Development of radio commercial versions of the informational videos.
6. Development of 30 infographic assets for sharing through social media platforms (including Facebook, Twitter and Viber)

### Confidentiality:

7. The Contractor will have access to confidential data. Sharing these data with the third party is strictly prohibited.

### Duration and working schedule:

- January - October 2022. Working schedule to be finalized at the time of contracting.

### Place where services are to be delivered:

- Services to be provided home-based, in close coordination with the Maldives Bureau of Statistics (MBS).

### Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):

- Milestones, outputs and deliverable target dates will be finalized upon recruitment.

### Monitoring and progress control, including reporting requirements, periodicity format and deadline:

- The Contractor will be briefed and debriefed by UNFPA and the Maldives Bureau of Statistics and is expected to keep in close contact with both agencies via email, Zoom meetings, Viber and other communication.

- The Contractor will be responsible for the quality and timeliness of the outputs, but will receive support from Maldives Bureau of Statistics.

### Supervisory arrangements:

- The contractor will be managed by UNFPA Country Office/ MBS; the output will be assessed by the Maldives Bureau of Statistics and UNFPA.

### Expected travel:

- None

### Required expertise, qualifications and competencies, including language requirements:

- Primary expertise required:
  - Expertise in communications or related fields especially in social media marketing, graphics design and videography/editing.
  - Experience in the population and development field will be an added advantage.

- Work experience:
  - Prior experience in running national-level marketing campaigns will be an added advantage.
### Contractor:
- Fulfil the stipulated in the contract and the ToR through review of documents, email communications, zoom/Skype calls and meetings
- Maintain close contact by email with MBS and UNFPA
- Communicate any complications regarding the assignment as soon as possible
- Provide contact details that allow MBS and UNFPA to get in contact with the contractor’s staff/personnel assigned for the assignment at any time during the contract.

### Maldives Bureau of Statistics:
- Assign a focal point to work with the contractor
- Provide the Census 2022 Communications Strategy
- Provide the relevant documents and information as required
- Review and provide comments to the deliverables in a timely manner

### UNFPA Maldives:
- Monitor and facilitate the progress of the assignment
- Review and provide comments to the deliverables in a timely manner
- Facilitate necessary contacts
- Make payments upon completion and acceptance of deliverables/milestones

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<th>Other relevant information or special conditions, if any:</th>
<th>The other conditions that may apply in the undertaking of the assignment include:</th>
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<tr>
<td>Basis of payment:</td>
<td>Payments based on acceptance of the deliverables.</td>
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<tr>
<td>Format of outputs:</td>
<td>Editable electronic form, final videos shared with alpha channel in quicktime MOV and MP4 formats.</td>
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<tr>
<td>Language of reports/publications and other documentation and working language in country of assignment:</td>
<td>Dhivehi/English</td>
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<tr>
<td>Ownership of output:</td>
<td>Maldives Bureau of Statistics</td>
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Signature of Requesting Officer in Contracting Office: __________________________
Date:________________