

# TERMS OF REFERENCE

DESIGNING SOCIAL MEDIA CAMPAIGN



<b>Posted date</b>	April 01, 2024	<b>Last date to apply</b>	Apr 18, 2024 (Extended)
<b>Country</b>	Pakistan	<b>Location</b>	Islamabad
<b>Type of Services</b>	Consultancy (contractual)	<b>Category</b>	Video Programs
<b>Position</b>	1	<b>Tentative commencement date of services</b>	May 1, 2024
<b>Level of Efforts</b>	1 Months	<b>Tentative duration</b>	May 1 to May 31, 2024
<b>CVs /applications to be submitted at: <a href="mailto:procurement@cpdi-pakistan.org">procurement@cpdi-pakistan.org</a></b>			

## ABOUT CPDI

The Centre for Peace and Development Initiatives (CPDI) is an independent, non-partisan and a not-for-profit civil society organization working on issues of peace and development in Pakistan. It is registered under Section 42 of the Companies Ordinance, 1984 (XLVII of 1984). It seeks to inform and influence public policies and civil society initiatives through research - based advocacy and capacity building to promote citizenship, build peace, improve governance, and achieve inclusive and sustainable development. Areas of special sectoral focus include promoting peace and tolerance, police reforms, right to information, strong local governments, climate change and mitigation, transparency in governance, democratic values, rule of law, accountable governance in the country and public health initiatives.

## ABOUT THE ASSIGNMENT

### 1. BACKGROUND

CPDI seeks the services of a media firm to develop content and design materials for social media campaigns and IEC material under the Citizens for Good Governance project. The programs are part of the Citizens for Good Governance project being implemented by the Centre for Peace and Development Initiatives (CPDI) in the provinces of Punjab and Khyber Pakhtunkhwa (KP). The objective of this program is to raise awareness and promote good governance practices among citizens, particularly targeting women, persons with disabilities (PWDs), transgender individuals, minorities, and youth.

The Citizens for Good Governance project is an initiative undertaken by CPDI aimed at promoting transparency, accountability, and citizen participation in the governance process. The project is being implemented in both Punjab and KPK, with the objective of empowering citizens to actively engage in decision-making processes.

All the content will cover a range of themes that are central to the Citizens for Good Governance project. These themes include but are not limited to: Citizen Engagement, Transparency and Accountability, Gender and Social Inclusion, Local Government Structure in

Punjab & KP, Women's role in LG, Removing access barriers for PWDS and Rights of Marginalized Communities, PWDS inclusion in Local Government, Minorities Inclusion in LGs and Budget Making Process.

## 2. SCOPE OF THE ASSIGNMENT

The selected consultant or media firm will be responsible for:

- Designing of posters that align with the citizens for good governance themes. These posters will serve as visual representations of the project's objectives and messages, aiming to engage and inform the target audience.
- The selected media firm will be responsible for designing social media campaigns for each theme. This will involve creating compelling and engaging content that can be shared across various social media platforms such as Facebook, Twitter, and Instagram. The campaigns should effectively convey the key messages of the citizens for good governance project and inspire active participation and engagement from the online community.
- The media firm will be tasked with designing informative brochures on different topics related to the themes of the project. These topics will include RTI legislation in Punjab, Budget process, CNIC registration process of PWDS in Punjab, Gender and Social inclusion & Punjab Local Government Act. The design of these brochures should be visually appealing and easy to understand, ensuring that they effectively communicate the intended messages to the target audience.
- The media firm's responsibilities will include writing and recording a series of 10 radio programs. These programs will serve as an additional platform to disseminate information about good governance practices, highlighting success stories, challenges, and relevant topics. The media firm should ensure that the radio programs are well-researched, well-written, and effectively presented to engage listeners and encourage their active participation in promoting good governance.
- The selected media firm will be responsible for producing five radio public service messages. These short messages will aim to raise awareness about specific issues related to good governance and provide actionable steps that citizens can take at the grass root level. The media firm should ensure that these messages are concise, impactful, and easily understandable, so they can effectively capture the attention of the listeners and inspire them to take action.

## 3. KEY TASKS

The key tasks for the media firm or consultant include:

Research: Conduct comprehensive research to ensure the information presented is accurate and relevant to the target audiences.

**Content Creation:** Design visually appealing and informative graphics that effectively communicate the campaign's key messages. Develop compelling written content that is concise, engaging, and tailored to each social media platform. Coordinate with project staff and relevant stakeholders to gather information, stories, and case studies for content creation.

**Scriptwriting:** Create compelling scripts that resonate with the audience and effectively communicate the campaign's key messages.

**Recording of Radio Programs and Messages:** Manage all aspects of recording to produce high-quality radio content that aligns with the project's goals.

**Editing:** Edit the recorded content into a final product that is both engaging and informative, incorporating necessary audio effects.

**Delivery:** Ensure all the content are delivered on schedule and meet CPDI's distribution and format requirements.

#### DELIVERABLES:

The selected consultant or media firm will be responsible for delivering the following:

- A total of 50 social media posts tailored to the specified target group's material as per addressing the themes aforementioned.
- Ten distinct posters as per the given themes under citizen for good governance project
- Five brochures on the specified topics.
- 10 radio programs and 5 public service messages.

#### 4. DURATION:

The duration of this assignment is expected to be approximately one month. This includes time for research, scriptwriting, recording, editing, and final delivery of each content. The exact timeline will be determined in consultation with the selected media firm.

#### 5. EVALUATION CRITERIA

Interested firms are required to share detailed proposal along with one-page cover/ motivation (70% weightage) and a financial proposal (30% weightage for evaluation) mentioning the name of assignment in subject at: [procurement@cpdi-pakistan.org](mailto:procurement@cpdi-pakistan.org). The financial proposal should be inclusive of applicable taxes and work-related logistical costs (i.e., travel/ lodging, incidentals, etc.), as required for assignment related activities and meetings at CPDI offices. No expense claims will be entertained/paid by CPDI.

#### 6. REPORTING:

Project Manager & Executive Director CPDI

#### 7. HOW TO APPLY:

Interested firms will submit the technical and financial proposal at: [procurement@cpdi-pakistan.org](mailto:procurement@cpdi-pakistan.org).

\*Late submissions will not be entertained.