

Terms of Reference

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Communication and Visibility Expert

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Blood Transfusion strengthening in Libya

MENDAMI

July 2020

PROJECT DESCRIPTION

The MENDAMI programme “Strengthening blood transfusion system in Libya” is an activity implemented by Expertise France in Libya and funded by the European Union and France. The programme started in 2019 and will last until June 2021. It supports technical and medical staff in various Libyan blood establishments in their knowledge acquisition process. It will help developing guidelines (i) on the production of blood products and (ii) the use of blood. Finally (iii) it will also help raise awareness on the necessity of free and voluntary blood donation in Libya via sensitisation campaigns.

MISSION DESCRIPTION

Activity

Communication and Visibility planning for an international project on Health cooperation.

Main tasks

The communication expert’s main tasks are to:

- Elaborate a communication strategy including a review, a strategy and a communication plan with detailed activities with planning & resources attached. It includes activities covering internal communication, external project communication and support to roll out local communication campaigns targeting Libyans. (10 WD)
- Provide support on the implementation on the communication strategy including expertise on press relations, on digital communication supports (including social medias, website management and videos), and on content management. (30 WD)

Targeted Public

International general public, Libyan general public, blood banks staff and hospitals partners in Libya, Libyan Ministry of Health Delegation of the European Union.

Deliverables

- A communication strategy for the programme with Objectively Verifiable Indicators and a roll out plan including a list of milestones and events to capitalise on.
- Various communication tools that correspond to the communication strategy and its operational application
- Programme of training, adaptation to E-learning

PROFILE



- Master's Degree in communication or political science
- 12+ year of professional experience in the field of communication with a focus on development aid programme
- Proven track record of international donor communication procedures;
- Experience of working in the MENA region; an experience in Libya would be a distinctive advantage
- Proficiency with social medias and innovative communication tools;
- Fluent in English and in French
- Strong interest in working in a remote and demanding environment with tight deadlines.
- Strong interest in public health related communication.

PLACE OF PERFORMANCE AND DURATION

<i>Duration</i>	Up to 40 men's days
<i>Period</i>	15th July 2020 – 19th June 2021
<i>Location</i>	Remotely
<i>Working Language</i>	The working language of the programme and the language used in all reports and communications between the consultant and the team shall be English.

SPECIFICATIONS

<i>Confidentiality</i>	The service provider hereby undertakes to maintain confidentiality and not disclose any information during and after the end of the assignment concerning the files brought to its attention during its intervention in the context of the project and the activities developed. Permission must be obtained from Expertise France before any publication.
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SOUMISSION DE LA PROPOSITION

<i>Offer deadline and content</i>	<p>To apply, please send by 10 July 2020 to the following address: baptiste.pain@expertisefrance.fr, a response package including:</p> <ul style="list-style-type: none"> - Financial Proposal (number of working days planned and unit cost); - Methodology to secure the Communication and Visibility operations implementation; - Curriculum of the Expert to be deployed.
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