

CARIBBEAN (NGO) POLICY DEVELOPMENT CENTRE (CPDC)

CONSULTANCY TO FORMULATE AND DELIVERY OF AN OUTREACH STRATEGY FOR REGIONAL NGO POLICY CONSULTATION

Request for Submission of Interest for Consultancy to formulate and undertake the implementation of an outreach strategy and social media plan for “Promoting sustainable livelihoods among Eastern Caribbean farmers”

Call for Applications

Description: Formulation and Delivery of an Outreach and Social Media plan for “Promoting sustainable livelihoods among Eastern Caribbean farmers”

Location: Barbados, Grenada, St. Vincent and the Grenadines

BACKGROUND

The Caribbean Policy Development Centre (CPDC) in partnership with the European Union (EU) is undertaking a joint 2-year grant partnership that seeks to increase productivity while decreasing operational input of small farmers in Barbados, Grenada, St. Vincent and the Grenadines, with a focus on women and youth. CPDC as the regional NGO representative organisation is seeking to procure the services of a qualified candidate to assist increasing the awareness of the Climate Smart Agriculture project. More specifically, the required services will provide an outreach strategy and social media plan for the project.

The Terms of Reference is attached at Annex 1.

Project brochure attached at Annex 2.

GUIDELINES FOR APPLICATIONS

Interested persons are requested to submit the following:

- A cover letter to the attention of the Officer in Charge, Caribbean Policy Development Centre;
- Evidence of the applicant’s history of delivery of similar services;
- A technical and financial proposal outlining the cost of undertaking of the assignment. The financial should provide details of the costs broken down by days/tasks against proposed outputs.

Submissions are to be sent to the Caribbean Policy Development Centre via electronic mail to mark.brathwaite@cpdcngo.org with the subject line: Formulation and Delivery of Outreach Strategy and Social Media Plan.

All applications must be submitted by 5:00 p.m. (UTC/GMT-4) on **Friday May 04, 2018**.

CPDC will only respond to the successful applicant(s). Only persons meeting the criteria as outlined in Terms of Reference should apply.

Annex I

TERMS OF REFERENCE

Consultancy for the Formulation and Delivery of a Communication and Visibility Strategy for the project “Promoting sustainable livelihoods among Eastern Caribbean farmers”

I. BACKGROUND

The Caribbean Policy Development Centre is a legally registered non-profit headquartered in Barbados and established in 1991. CPDC serves as a regional umbrella NGO for organisations comprising of small farmers, women, youth, Indigenous People, rural populations and faith based organisations located across CARICOM. CPDC also has strong networking partnerships with organisations of persons with disabilities, artisans, micro entrepreneurs, human rights, and workers. Altogether it serves some twenty-seven (27) regional, sub-regional and national (local) NGOs working at the grassroots level in economic, social, and cultural areas in the Caribbean.

The organization was mandated to work with NGOs and civil society to ensure that Caribbean people understand the policy making process; to share information about policies and decision-making processes; to work to influence and bring change to the developmental process; and to support and to lobby for policies which improve the lives of Caribbean people. In fulfilling its mandate, the CPDC seeks to build the confidence and the ability of the Caribbean peoples to influence public policy.

The CPDC in partnership with Pro NGO! e.v, Germany, is currently implementing the 2-year European Union (EU) funded project “Promoting sustainable livelihoods among Eastern Caribbean farmers” in Barbados, Grenada and St. Vincent and the Grenadines. The project seeks to provide small farmers; with an emphasis on women and young farmers, with the required training, the exposure to and the knowledge of technologies in agriculture and their many benefits so that they can increase productivity at the farm level. In addition to the farmers, the project will also target groups within the private sector, public sector, academics and the range of other service and product providers linked to the agriculture sector.

II. PURPOSE AND OBJECTIVES

CPDC is desirous of undertaking a consultancy aimed at developing a regional communication strategy aimed at raising the awareness of the project across the three participating countries.

General Objectives

1. To raise awareness of the Climate Smart Agriculture project primarily within the three project countries by undertaking a sensitization campaign through online and newsprint media.

Specific Objectives

1. To produce three (3) video documentary of the project for publication on social media and website platforms.
2. To formulate, produce and disseminate press conferences at key point in the project.
3. To prepare and disseminate articles on the project online and to the various media outlets.
4. To formulate and deliver a Summary Social Media Plan.

III. CHARACTERISTICS OF THE CONSULTANCY

Duration of the Assignment

The consultancy will be carried out over an eight (8) month period beginning June 2018 to the end of January 2019.

IV. CONSULTANT PROFILE QUALIFICATION AND SKILLS

A. Organisational Experience

1. At least 3 years proven experience in the formulation, delivery of communication materials.
2. Demonstrated experience working with NGOs at the national and/or regional level.
3. History of relevant work in or on the Caribbean region.

B. Skills and Competencies

1. Proven track record in the delivery of social media communications on time and within the certification criteria.
2. Possess the skills and professional services to deliver social media campaign.
3. Excellent skills in facilitation and coordination of social media.
4. Evidence of having undertaken similar assignments delivering professional qualifications.

V. DELIVERABLES

The Consultant is to produce deliverables as below:

- Submission of at least two (2) press release and press invite to key milestone events.
- Formulation and dissemination of two (2) grantee profiles for media houses
- A summary social media plan outlining the outreach strategy including medium/methodology/objectives/timeframe.
 - Five (5) organic posts on Facebook with shared content on Facebook
 - Five (5) post on CPDC and Project websites
- The implementation of the social media plan.
- Three (3) 2-minute videos showcasing project outcome and selected farmers for posting on website and social media platforms.
- A Final Report outlining the process and impact of the Social Media Plan.

The Consultant shall report to the CPDC Officer in Charge or his designate.

VI. CONFIDENTIALITY AND OWNERSHIP OF FINAL OUTPUT

The Consultant may not disclose any private CPDC information revealed in the course of this assignment. The Consultant has no legal claim on any reports or products resulting from this assignment for which payment has been duly made.