

FEDERAL GOVERNMENT OF SOMALIA
MINISTRY OF PLANNING, INVESTEMENT AND ECONOMIC DEVELOPEMNT (MOPIED)

Call for Proposal

TERMS OF REFERENCE FOR COMMUNICATION /PUBLIC RELATION FIRM

Background

The Ministry of Planning, Investment and Economic Development (MOPIED) has completed developing a new National Development Plan (NDP), the first in a period of 30 years. The NDP has been formulated through an inclusive and transparent process while engaging sectoral Ministries of the Federal Government and Federal Member States, civil society, parliament and academia as well as the international development partners. The plan sets out priorities for Somalia for the period 2017 - 2019 and embeds sustainable development goals, adapting them to the national context.

As per decision announced at the May 11 London Conference in 2017, the NDP builds on the achievements of the New Deal Compact, maintaining a slightly modified oversight, planning and coordination architecture as well as the link between political, security and development priorities. It also addresses the aid management and coordination, development effectiveness and New Deal principles for engagement in fragile states. It is a priority for the Federal Government of Somalia to ensure coherence and continuity between the ended Somali Compact and the NDP, both in terms of development and reconstruction priorities and of use of existing coordination structures, funding and implementation mechanisms.

The purpose of the NDP is to provide guidance to national authorities, international partners and other stakeholders (private sector, civil societies and citizens at large) in Somalia as they shape a medium term strategic framework to build upon achievements of the past few years, further strengthen the Federal Member State structures, create a favourable environment for private and non-government sector development, and – importantly - bring the benefits of the development efforts to the citizens.

The NDP has the following four keys interrelated objectives

1. Articulate government development priorities: to set out a clear vision for Somalia's security, social and economic development priorities. In addition, to define the key state building and peace building priorities including democratic governance and aligns with the SGDs as much as possible.
2. Provide a structure for resource allocation and management, and guide the NDP priorities within the annual budget allocations in 2017 and beyond.
3. Guide Development Partner support within the defined FGS priorities in the coming three years in terms of structure and well-defined funding priorities, whilst ensuring FGS leadership of the development agenda and existing and new development Trust Funds.

4. Serve as an Interim Poverty Reduction Strategy for Somalia that is aligned with the global SDG initiative. The Plan also meets Somalia's on-going commitments as set out in the Somalia Compact as prioritized within the NDP.

Role:

MOPIED had successfully led the drafting of the National Development Plan, which was adopted by both the previous and current government. The attention of the new government now is to ensure its successful implementation. The NDP officially launches Somalia from the humanitarian to the development phase and its publicity is critical for a successful implementation

MOPIED is seeking a communication firm/consultant with expertise in public relations, strategic communication, and community engagement. The firm/consultant is also expected to handle all of the printing, development of messages, and media relations of the NDP.

Primary Responsibilities:

1. Develop communication strategic plan for the NDP
2. Coordinate all communication activities including; the designing and implementation of the NDP communication strategy, prepare visual content, print banners, fliers and other promotion materials, draft press releases in collaboration with the MoPIED
3. Handle the preparation and the printing of all materials including, banners, posters, fliers, and etc.
4. Document in photos PWG meetings, SDRF meetings and National Development Council meetings. Insert captions for selected photos.
5. In collaboration with the government, produce content for social media and encourage ministries to tweet the developed messages
6. Help the PWG setup social media pages (Facebook, Twitter, etc.) for the NDP and live stream the SDRF and NDC meetings
7. Support the NDC to draft invitation letters to media and press release
8. Work closely with the local and international media on promoting effective messaging on the NDP
9. Provide daily updates with photos, quotes and media links to NDP implementation
10. Provide final activity report outlining the process, successes, challenges, lesson learnt and recommendations

Minimum Mandatory Requirement

- Provide a business registration license.
- CVs of the proposed personnel.
- Proof of Undertaken similar work in the past

Qualification

- The firm/consultant must demonstrate capabilities of publicizing large programs/events
- The firm/consultant should have minimum of five years' experience in communication

- Key personnel in the project must demonstrate extensive experience working with local and international media
- Must have extensive social media experience
- Candidates in the project must demonstrate experience in working in Somali/East Africa
- Prior experience in public relations required
- Experience working with Government preferred

Time line for key deliverable: December 2017

Expected Level of Effort

The expected level of effort is 60 days. A proposed work and travel plan should be included in the proposal and will be negotiated and agreed, as part of the award negotiation, as needed. Effective presence and experience in Somalia and particularly Mogadishu would be an asset.

How to APPLY: Confidential applications can be addressed to Ministry of Planning, Investment and Economic Development, E-mail info@mopic.gov.so

All documents must be in PDF format and delivered, by 1500 hours of 18th , October, 2017. Applications addressed exclusively to one of the above email addresses would not be considered.