



Terms of Reference

Local Partner Development

Communications Specialist Consultancy

1. Background to Local Partner Development

Local Partner Development (LPD) is a six-year project funded by the United States Agency for International Development (USAID) and implemented by FHI 360. The project seeks to support the Caribbean Basin Security Initiative 2.0 framework by collaborating with key actors from government, civil society, academia and private sector to effectively advance youth crime and violence prevention. In this regard, LPD seeks to improve the capacities of its key partners to design and implement sustainable evidence-based secondary and tertiary youth crime prevention interventions. These targeted initiatives will enhance partners' knowledge, skills and the enabling environment for their work.

2. Objectives of the Consultancy

Generally, the goal of this consultancy is to ensure that Local Partner Development has a clear and effective communications strategy and the implementation of an associated work plan, to support the program objectives. Specifically, this consultancy will seek to:

- Build public awareness of LPD among a wide, but defined group of audiences and user groups.
- Effectively engage with and secure the commitment of a defined group of stakeholders to the project aims.
- Encourage participation among partner organizations.
- Demonstrate the successes of LPD's work

3. Scope of Work

The Communications Specialist will develop LPD's overall communications strategy and implementation plan for both online and offline media. The Specialist will also be responsible for coordinating the communications output within LPD, to include the re-development and initial administration of the project's social media marketing. Specifically, the Communications Specialist will:

- Conceptualize and direct the development of a communication strategy for LPD to integrate all media, both online and offline, to include an environmental and stakeholder assessment; target audiences; messages and media mix; resources; specific actions, activities and products; monitoring and evaluation of impact; success and opportunity for improvement.
- Conceptualize and direct the design of customized program-specific promotional and collateral material for LPD.
- Develop and implement systems to measure and report on impact of branding and communications activities.
- Update website content (written and media) to reflect LPD's new priorities.

- Oversee the re-branding of social media platforms to include Facebook, WhatsApp, Twitter and Instagram (Profile picture, thumbnails, posts, profile, etc.).
- Manage social media marketing campaigns and day-to-day activities, including:
 - ✓ Develop relevant content to reach target audiences
 - ✓ Create, curate and manage all published content (images, video and written)
 - ✓ Monitor, listen and respond to users
 - ✓ Conduct online advocacy and open a stream for cross-activity promotion
 - ✓ Monitor trends in social media tools, applications, channels, design and strategy
 - ✓ Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing and social advertising campaigns
- Build the internal communications capacity through specialist workshops for LPD staff on communications and social media management.

Payment, Deliverables and Timelines

The Communications Specialist shall be engaged over a period of six months, with an estimated level of effort of approximately five (5) days per month. Deliverables for the period will include:

Deliverable	Timeline	Deadline
Communications Strategy and Work Plan	Week 1-4	End of Month 1
Mock-Ups of re-designed Social Media Platforms (Facebook, WhatsApp, Instagram) Content for Website Content for 2 Brochures	Week 5-8	End of Month 2
Completion of Training Sessions with LPD staff	Week 8-9	End of Month 3
Bi-Weekly Editorial Calendar with content for digital assets (social media and website)	Week 9-24 (Ongoing)	The 1 st and 3 rd Friday of each month

4. Reporting

The Communications Specialist will report to the Public-Private Sector Engagement Specialist and will also be expected to work closely with other designated LPD staff, for the coordination and execution of all communications activities.

5. Applications

Interested individuals should submit their CVs via email to jamaicalpdprocurement@fhi360.org by **5:00 p.m., Wednesday, October 16, 2019**. We appreciate all interest in this consultancy, but only shortlisted candidates will be contacted.