



IOM International Organization for Migration
OIM Organisation Internationale pour les Migrations
OIM Organización Internacional para las Migraciones

TERMS OF REFERENCE FOR INSTITUTIONAL CONTRACT

Project Title/Number:	EU-IOM Joint Initiative for Migrant Protection and Reintegration’ project in Nigeria (JI)
Title:	Development of communications, visibility and awareness raising campaign materials for the general public including intending and returning migrants and job seekers and employers on the availability of accessible services at the Migrants Resource Centers, Job Centers and the NELEX platform and capacity building of staff of the Federal Ministry of Labour and Employment.
Type of contract:	Institutional
Commencement date:	December 2019

1. Project Description & Background

The International Organization for Migration (IOM), is dedicated to promoting humane and orderly migration for the benefit of all. It does this by providing promoting regular, safe and orderly migration to the benefit of all. IOM, Nigeria is currently implementing the European Union (EU) and IOM Initiative for Migrants Protection and Reintegration in Nigeria titled “*Strengthening the Governance of Migration and Sustainable Reintegration of Nigerian Returnees*”, funded by the EU. The overall objective of the project, which is part of the regional initiative being implemented in 14 countries across West Africa including Mauritania, is to contribute to strengthening the governance of migration and the sustainable reintegration of returning migrants.

IOM supported the Federal Ministry of Labour and Employment to establish migrants Resource centers in Abuja, Lagos and Edo States, Job centers in six geopolitical zones of the country - (Abuja, Kaduna, Lagos, Asaba, Awka and Bauchi) and the Nigeria Electronic Labour Exchange (NELEX) platform. The main objective of these initiatives is to promote safe and orderly migration by ensuring that intending and returning migrants can receive correct information to guide their migration decisions and journey.

However, despite the potentials of the initiatives especially the services that can be made available to the Nigerian populace, there appears to be limited awareness amongst the public of their existence and the possible services that could be accessed through these offices and platforms. To address this situation, IOM is therefore seeking for the services of a communication/media firm with good technical competency and reputation to conduct assessment, develop training materials, conduct training materials and develop communication and visibility tools in close coordination with IOM and the relevant stakeholders.

2. TASKS TO BE PERFORMED UNDER THIS CONTRACT:

- i. Conduct a detailed assessment of the current situation in the Migrants Resource Centers, the Job Centers and the NELEX platform with focus on their functions, outreach and communication approach and services as well as capacity gaps in the area of awareness raising and communication.
- ii. Develop a communication, visibility, and outreach strategy for MRCs based on findings of the assessment.
- iii. Conduct a baseline assessment of current engagement and reach of MRCs social media accounts and draft report with recommended actions.
- iv. In coordination with IOM Staff, through a participatory process involving relevant national stakeholders and the staff of the Federal Ministry of Labour and Employment managing the MRCs, Job Centers and the NELEX platform, facilitate two workshops where key communications and visibility messages will be developed also making reference to previously developed messages
- v. Through a participatory process involving relevant stakeholders and the staff of the Federal Ministry of Labour and Employment managing the MRCs, Job Centers and the NELEX platform develop designs for Information, Education and Communication (IEC) Materials and other visibility tools such as Display Panels, Roll-ups Banners, Billboard, Stickers, Posters, Brochures, Leaflets, Animations, Cartoons, T-Shirts that would be used for awareness raising campaigns in line with IOM guidelines as appropriate.
- vi. Develop a training module and implement two training workshops based on the gaps identified from the assessment with the aim of building the capacities of the relevant staff of the Federal Ministry of Labour and Employment in the areas of mass communication through print and electronic media, social media, engagement with community leaders etc
- vii. Develop 3 scripts that would be used for radio and TV adverts on the MRCs, Job Centers and NELEX Platform
 - a) Organize 2 content-development workshops specifically for the scripts, inviting returnees, community members, gov and CSOs.
- viii. Produce 45 seconds to two minutes audio and video recordings of the scripts for TV, Radio and Social media.
- ix. Conduct pre-testing of all materials and key messages developed
- x. Conduct review and validation workshops for the review and validation of the developed communications and visibility materials
- xi. Submit to IOM, the visibility and communication materials in soft and hard copies.

3. TANGIBLE AND MEASURABLE OUTPUT OF THE WORK ASSIGNMENT:

Consultant will be expected to deliver, at the minimum, the following outputs:

- i. Within two weeks of commencing the assignment, submit a work plan detailing the timelines for the delivery of the assignment;
- ii. Assessment report;
- iii. Consultation and facilitation of meetings and workshops to develop key communications and visibility message;
- xii. Implement two training workshops aimed at building the capacities of the relevant staff of the Federal Ministry of Labour and Employment in the areas of mass communication through print and electronic media, social media, engagement with community leaders etc
- xiii. Facilitate stakeholders' validation workshop for the review and validation of the developed communications and visibility materials
- xiv. Develop designs for Information, Education and Communication (IEC) Materials and other visibility tools such as Display Panels, Roll-ups, Banners, Billboard, Stickers, Posters, Brochures, Leaflets, Cartoons, T-Shirts that would be used for public awareness raising campaigns;
- xv. Submit a final Report on the assignment with all the outputs in soft and hard copies.

4. Institutional Arrangement

The institutional contract would be implemented under the overall supervision of the Programme Manager (MM) and the direct supervision of the National Programme Officer, based in Abuja, Nigeria.

The implementation of the contract would be monitored by IOM staff members who will provide quality assurance throughout the process.

5. DURATION OF THE CONTRACT AND PAYMENT

- i. 90 working days months commencing from, December 2019 to March 2020.
- ii. The firm are expected to submit with other documents a detailed financial proposal with a breakdown of all the cost envisaged for the delivery of the contract including travel cost and allowance for team members.

The agreed contract fee under this contract will be paid based on completion of tasks, and will be paid as below:

- a. 20% will be paid after the submission of inception and assessment reports;
- b. 20% of the consultancy fee will be paid upon the completion of the workshops for the development of messages and the capacity building workshops
- c. 30% of the consultancy fee will be paid upon the development and validation of the communication and visibility materials;
- d. 30% of the consultancy fee will be paid after the pre-testing of the materials developed and upon the submission and approval of the final report and outputs in soft and hard copies.

6. HOW TO APPLY

Interested firms are invited to submit the following: -

- i. A formal proposal from PR/Communication/Media agencies or companies with at least 5 years practical experience in carrying out assessments, trainings and developing and implementing communication and visibility plans and programmes;
- ii. CV of the technical members of the team with the lead having a minimum of an Advanced University degree from an accredited academic institution preferably in communication/media, journalism, digital marketing or related fields; Minimum of 10 years professional experience in managing communications or PR work; 5 to 7 years of progressive experience in PR agency or company, including practical experience in developing and implementing communication and visibility plans and programmes;
- iii. Demo reel demonstrating mastery of video production and editing tools.
- iv. Evidence of relevant previous work done by the firm including samples of visual materials previously produced and/or certification of software such as Adobe Creative Suite by team member.
- v. Institutional organogram for the assignment
- vi. Detailed financial proposal with a breakdown of all the cost envisaged for the delivery of the contract including travel cost and allowance for team members.
- vii. Experience working with the United Nations or other International Organizations.
- viii. A good track record of work with the Government of Nigeria and international organizations.
- ix. Ability to work under pressure and meet deadlines.

RECOMMENDED PRESENTATION OF PROPOSAL

Submitted proposals should include the following;

1. A company profiles.
2. The resume of the lead consultant and all the support personnel.
3. Evidence of similar assignments conducted by the contractor in the past 5 years.
4. Registration with the Corporate Affairs Commission (CAC).
5. A financial proposal with a breakdown of cost – professional fees, transportation, etc

The proposals will be evaluated using the Cumulative Analysis methodology:

- Technical Criteria weight: 70%.
- Financial Criteria weight: 30%.