



TERMS OF REFERENCE

Consultancy to develop a Communication Strategy for the NHRC and stakeholders on the monitoring of the implementation of the Government White Paper on the TRRC Report

I. Background

Following the publication of the White Paper on the report of the TRRC in May 2021, the National Human Rights Commission (NHRC), held several consultations with national and international stakeholders and partners. It also conducted numerous activities aimed at popularising the White Paper and mobilizing public interests, which included engagement with National Assembly members, recorded messages of the White Paper and broadcast on various media outlets, the establishment of a multi-stakeholder support monitoring committee, peer-led learning initiatives, and development of an online monitoring matrix. These activities are intrinsic to the mandate of the NHRC and its designated role in the Government White Paper as the body charged with monitoring the implementation of the recommendations.

The NHRC seeks to maintain public interest through awareness raising, and effective communications and therefore seeks to hire the services of a communications expert to develop a communication strategy. The strategy will guide and determine how the NHRC communicates updates on its monitoring of the implementation process, how it documents and shares progress, best practices and lessons learned and how it will engage the public and stakeholders. This will be complemented by the NHRC monitoring framework which seeks to ensure that recommendations of the White Paper are implemented in accordance with the agreed implementation plan.

2. OVERALL OBJECTIVES

The primary purpose of this consultancy is to develop a communication strategy that promotes knowledge management and guides the Commission's internal and external communication on the monitoring of the implementation of the White Paper.

5. MAIN TASKS

- To design and develop a Communication Strategy for the NHRC, and its partners to effectively communicate the outcomes of monitoring the implementation of the White Paper.
- To develop a strategy and implementation plan for the bearing in mind the objectives, the purpose, target audience, and channels.
- Work with the Communications and Media Directorate to ensure the communications strategy adequately reflects expectations and conforms with internal and external communications guidelines.
- Work closely with the Programmes and Legal Directorates to draft a roadmap in line with the online monitoring framework.
- Lead the validation of the draft communication strategy.

III. KEY DELIVERABLES

In consultation with the NHRC and the support monitoring committee, specific deliverables will be agreed at the outset of the consultancy. The range of deliverables will be focused on strategic communication, public engagement visibility and knowledge management.

These will include:

- Prepare and present an inception report which will be validated by the NHRC and the multi-stakeholder support monitoring Committee on the implementation of the Government White Paper.
- A comprehensive communications strategy and implementation plan with a strong knowledge management component.
- Support the validation of a final communications strategy for implementation of the Government White Paper on the Report of the TRRC.

6. QUALIFICATIONS AND COMPETENCIES

a. Academic Qualification

Minimum of a bachelor's degree in communications, public relations or other related field with at least seven years of relevant professional experience in the field of communications, public relations, journalism, advocacy, public engagement, and related issues.

b. Skills and competencies:

- Minimum of 5 years of relevant experience performing similar tasks.
- Experience working with human rights institutions.
- Excellent teamwork, communication and interpersonal skills, computer, analytical and report writing skills.
- Excellent written communications in English and ability to craft key messages in local languages.
- Good knowledge of transitional justice, human rights, governance and familiarity with the Gambian TRRC process is an added advantage.
- Excellent oral and written communication skills in English.

7. TIMEFRAME/DURATION

The consultancy is for 40 working days from the date of the award of the contract. The Consultant shall work closely with the NHRC and hold relevant meetings with the Commission and stakeholders to update them on the progress of the consultancy.

8. PAYMENTS

Instalments of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained	Percentage of Payment
1 st Instalment	Upon submission of the inception report	Approval should be obtained	25%
2 nd Instalment	Upon submission and acceptance of the draft communication strategy	Approval should be obtained	40%
3 rd Instalment	Submission of an acceptable final communication strategy	Approval should be obtained	35%

Payment for the consultancy is all-inclusive. A 10% withholding tax on the gross fee will be applied.

9. SELECTION CRITERIA

A combined Scoring method will be used to select the best offer, where the qualification and methodology will be weighted 60%, and combined with the price offer, which will be weighted for 40%. The key criteria for rating the qualification and methodology and their respective percentage weight are as shown below.

Criteria	Percentage weight	Notes
Bachelor's degree in communications, public relations, or other related field with at least seven years of relevant professional experience in the field of communications, public relations, journalism, advocacy, public engagement, and related issues	15	
Minimum of 5 years of relevant experience performing similar tasks.	15	At least 5 years of relevant work experience required.
Experience working with human rights institutions.	15	
Excellent teamwork, communication and interpersonal skills, computer, analytical and report writing skills.	10	
Good knowledge of transitional justice, human rights, governance, and familiarity with the Gambian TRRC process.	15	
Methodology	20	
Language (English required)	10	English required.
Total (technical score)	100	

10. FINANCIAL AND TECHNICAL PROPOSAL

Interested consultant(s) will be required to submit their technical and financial proposals for consideration by the Commission.

- a. Technical Proposal: this should contain the following to facilitate a comparative review.
 - Cover Letter
 - Updated CV
 - Two written references
 - Proposed Methodology
 - Work plan/implementation timelines
 - Experience conducting similar Consultancies.
 - Other supporting documents

b. FINANCIAL PROPOSAL

All-inclusive daily consultancy fee.

The term "all-inclusive" implies that all costs (professional fees, travel-related expenses, communications, etc.) that could be incurred by the Consultant are factored into the financial proposal. Under this arrangement, the contract price will be fixed regardless of changes in the cost components. Payments will be made only upon confirmation by the NHRC of satisfactory delivery of the contract obligations.

11. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Consultant shall not disclose any proprietary or confidential information related to the consultancy during the term or after the termination of the assignment without the prior written consent of the NHRC. Proprietary interests/rights on all materials and documents prepared by the consultants under the assignment shall become and remain properties of the NHRC.

Application process

Interested candidates should submit application to: advert@gm-nhrc.org.

Deadline for submission of application, with all the relevant documents is 5 September 2024

Please note that only shortlisted candidates will be contacted. NHRC is an equal opportunity employer. To learn more about your National Human Rights Commission, visit our website at www.gm-nhrc.org.