



**THE DIGITAL MALAWI PROGRAM PHASE I: DIGITAL FOUNDATIONS
PROJECT**

CREDIT NUMBER: 60500MW

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Terms of Reference (TORs)

Employer:	The Public Private Partnership Commission
Project:	The Digital Malawi Program Phase I: Digital Foundations Project
Contract title:	Communications Consultant
Country:	Malawi
Credit No.:	60500MW
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1 Background

Information and Communication Technology (ICT) is now globally recognized as an essential tool for promoting competitiveness, job creation, sustainable development, and overall poverty reduction. A combination of widespread access to broadband and a robust ICT services ecosystem can offer a powerful platform for reducing poverty, improving human development and increasing government transparency and efficiency. ICTs have the potential to transform business and government - driving entrepreneurship, innovation and economic growth and breaking down barriers of distance and cost in the delivery of services.

It is in this realm that the Government of Malawi is implementing a Digital Malawi Project. The project is aimed at extending and improving access to critical ICT infrastructure for the public and private sectors; improving ICT governance; improving access to government services; and facilitate provision of public e-services thereby enhancing public service delivery. The proposed project has been divided into four components, namely; digital ecosystems, digital connectivity (infrastructure), digital platforms and services (e-Government), and project management.

As Digital Malawi is developing the best IT infrastructure to help automate systems with the best technology, there is still the need for people to drive and own the project objectives. In order to realize the full benefit envisioned in the objectives of the Project, there is need to engage and motivate stakeholders and the general public. To ensure that all relevant stakeholders are not forgotten in the implementation of the Project, the Project is looking outside technology to address the need for better communications.

The Digital Malawi Project, therefore, wishes to recruit a communications expert with relevant expertise and experience to develop a communications strategy that will provide guidance on all the communication needs of the Project. The strategy shall also include an implementation plan for effective execution. The implementation plan will define communication implementation channels and methodologies to help disseminate information pertaining to the success and progress of the project, in so doing, creating awareness and engaging different stakeholders. The Consultant shall also be required to execute the implementation plan included in the communication strategy. This will entail translating the implementation plan into implementation actions.

2 Objectives of the Assignment

The PPPC through the Digital Malawi Project is undertaking several activities that require keen communications support in order to be successful. The Consultant will support these existing and any future initiatives. The aims of the services envisaged under these terms of reference are to provide communications advice and to produce public relations materials for the PPPC. This entails effectively linking the PPPC to key stakeholders such as the public, ICT service providers, donors, the Government, the commercial sector and the Media.

The main objective of the assignment is, therefore, to develop and implement a communications strategy for the Digital Malawi Project to ensure timely awareness and engagement of all stakeholders.

The specific objectives of the assignment are:

- To facilitate effective communication between the Digital Malawi Project and its external stakeholders
- To ensure that standard procedures, with appropriate oversight measures, are followed when communications are done to achieve quality, consistency and efficiency.
- To define the right communication channels and methods for effective dissemination of information pertaining to the success and progress of the project,
- To take advantage of modern communication tools such as the use of the social media and electronic media for the appropriate dissemination of information to the general public.

3 Scope of Work

The Communications Consultant shall be required to;

- a) Conduct a desk research for better understanding on the project and identify communication needs to establish the following:
 - Communication management process and guidelines
 - Roles & responsibilities descriptions
 - Role, Accountability, Communicated and Informed (RACI) chart for communication management
 - Measurements and metrics list
 - Communications management analysis checklists
 - Internal / external Interfaces
 - Stipulate appropriate communication tools and repositories
 - Design standard publication forms, templates and communication templates
 - Do a stakeholder mapping (both internal and external)
- b) Develop a Communications Strategy for the Digital Malawi Project
- c) Develop an Implementation Plan for the Strategy, tackling the below subcomponents and activities, and others as may be identified in the desk research above, to enhance stakeholder awareness, knowledge and understanding on the project.
 - Digital ecosystem
 - Digital Government strategy
 - Digital Skills and Innovations
 - Connectivity
 - Digital Platforms
 - Electronic Government Procurement Systems (eGP)
 - Electronic Documents and Record Management Systems (EDRMS)
- d) Develop a costing of the Implementation Plan

- e) Develop a monitoring and evaluation framework for the Strategy
- f) Implement and monitor the Communications Strategy by, among others: -
 - Facilitating the production of various communication materials – print or electronic – ready for print, broadcast, etcetera
 - Preparing brochures and earned media materials on Project matters
 - Developing and publishing e-newsletter etcetera for distribution to all staff and other stakeholders
 - Ensuring that articles, stories and documentaries about the Project are featured in the press, on the radio and on television as often as possible
 - Managing the Project's IT media platforms i.e. Website and Social media accounts
 - Compiling and editing marketing and information packages
 - Supporting the Project in media handling on general issues, or queries
 - Supporting the Project in disseminating policies, events and news through a national and global audience by utilizing appropriate traditional and/or modern technologies, tools and people networks
 - Extending basic media tips to the management and members of staff including crisis management
 - Support the project in social media awareness, blogging and content creation
 - Organizing and conducting public awareness activities where necessary.

4 Qualification Requirements

The Communications Consultant shall be an experienced firm and shall be able to demonstrate the below minimum requirements:

- Experience in providing various communications implementation services to various stakeholders either in the private sector or the public sector.
- The firm shall demonstrate relevant experience in forming communication strategies and implementation plans.
- Should demonstrate proven record of having designed communication materials bearing graphics.
- Availability of qualified and experienced staff.

5 Deliverables

The scheduling of work within each contract will be subject to agreements between the PPC and the Consultant through issuance of task orders whenever the consultant's services are required. During each contract, the client will issue task orders requiring the Consultant to assist in carrying out various tasks including providing ad-hoc advice and support on demand as will be outlined in each task order. Payment will be based upon delivered outputs of the tasks outlined and pre-agreed in each task order.

Deliverables from the Consultant will be required on a Task Order basis throughout the project execution and at the end of contract. Output expected from the Consultant will include:

- Development of a communications strategy for the Digital Malawi Project
- Development of an implementation plan for the Project's communication activities
- Production of various communication materials including graphics
- Continued quality technical advice concerning internal and external communications on various activities of the Project
- Skills transfer: the building of strong in-house skills and adequate resources for the Project with regards to communication
- Periodic reports for different tasks

6 Team Composition

The successful consultant, a firm or an association of firms shall comprise a team leader and a number of experts in various relevant specializations. The minimum qualification requirements for 3 key staff members are provided herein. The consulting firm may involve additional experts for execution of the assignment. Consultants are however advised that only key experts shall be evaluated.

- a) Communications Specialist
 - i) A minimum of a Bachelor's Degree from an accredited academic institution preferably in Communication or related fields
 - ii) Should demonstrate having conducted assignments of similar nature at international level with specific experience
 - iii) Should have excellent analytical, research and writing skills
 - iv) Ability to work independently
 - v) Ability to think strategically
 - vi) A high standard of professionalism
 - vii) Proficiency in English and Chichewa both oral and written
- b) Graphics Designer
 - i) Should have a minimum Diploma in Graphics design from an accredited academic institution
 - ii) Should be creative and Innovative
 - iii) Should be eager to learn new things
 - iv) Should have added knowledge in two or three of the following; Adobe Illustrator, Adobe photoshop, ProofHub, PicsArt etc
 - v) Should be a team player
- c) Team Leader
 - i) Should have a minimum of a Bachelor's Degree in Business Administration from an accredited academic institution or any related field such as Business management etc
 - ii) Should have at least 3 years' related experience

- iii) Should have excellent analytical and communication skills both oral and written

d) Other Experts

The Consultant may propose other experts they see fit

7 Duration of the Contract

The Consultant shall be contracted for an initial period of one (1) year which shall be further extendable another year depending on performance of the consultant, need and availability of funds.

8 Level of Effort

The expected level of effort for the services is 250 effort days. The PPPC may use the services of the Consultant for this level of effort or less depending on prevailing conditions.

9 Obligations of the Consultant

All information, data and information obtained from the client and its stakeholders shall be properly reviewed and analyzed by the consultant. All such information, data and reports shall be treated as confidential. The Consultant shall make their own arrangements for office space and document reproduction and printing of all reports during the assignment.

10 Obligations of the Client

The obligations of the PPPC shall be as follows:

- a) The PPPC shall provide access to reference materials and any relevant existing reports, data and information that may be required by the Consultant
- b) Providing the Consultant with a list of all relevant stakeholders
- c) Coordinating and providing location/venue for meetings etc
- d) Review documentation submitted and give feedback within a framework of two weeks

9. Reporting

The Consultant report to the Chief Executive Officer of the PPPC but shall work under the direct supervision of the Digital Malawi Project Manager. The firm shall be required to provide an update on the progress made every four weeks.

10. Reports

Consultancy reports shall be submitted in the official Standard English Language. The reports shall be submitted electronically in both Microsoft Word and PDF formats.