

TERMS OF REFERENCE

Communication Consultant to develop and design the Country Program Profile and Key Program Area Factsheets

1. Background

Catholic Relief Services (CRS) is the international humanitarian agency with the head office in the United States. CRS works to save, protect, and transform lives in need in more than 100 countries, without regard to race, religion or nationality. CRS began working in Vietnam in 1992 and established an office in Hanoi in 1994. In partnership with government and communities, CRS implements programs in ten provinces/cities across Vietnam. CRS Vietnam assists local partners in the areas of inclusion of people with disabilities, Explosive Ordnance Risk Education and victim assistance, Disaster Risk Reduction and Management, and Community-based Climate Change Adaptation.

CRS is looking for communication consultant(s) to develop and design the Country Program Profile and Key Program Area Factsheets in accordance with CRS branding guidance and policy.

2. Scope and methodology

The Consultant will review the current communication materials and interview CRS Vietnam staff, specifically Country Manager, Program Managers and Operation Manager to develop and design the following documents:

- One 2-page Country Profile
- Four 2-page Key Program Area Factsheets

The country profile and Key Program Area Factsheets are CRS communication material targets primarily donors and potential partners. The country profile can be a stand-alone document or it could be shared with donors and partners in conjunction with Key Program Area factsheets. These documents will be updated once a year.

The Country Profile's outline:

- Page 1: Key Country Program Statistics provides a quick snapshot of our reach and scale.
- Page 2: introduces the key programming areas and the relevant projects under each of these areas.

Key Program Area Factsheet's outline:

- Program background, goals, objectives, program location, Program strategy/key interventions, key figures, etc;
- Highlights of selected projects.

The Consultant will select illustrating photos available in the Country Program.

Consultancy's tentative timeframe:

The Consultant will engage in July 2023. Below is the tentative schedule:

Activity	Responsibility	Location	Estimated working days
Study CRS branding guidelines and the Country Program documents to understand CRS branding policy and the program activities	Consultant	Home based	2 days
Interview CRS Vietnam staff	Consultant CRS staff	CRS office, Hanoi	1 day
Develop and design the draft CP profile and Program factsheets	Consultant	Home based	5 days
Integrate comments from CRS after reviewing the first draft of CP profile and Program factsheets.	Consultant	Home based	2 days
Finalize the deliveries	Consultant	Home based	1 day
Total			11 days

3. Deliverables

The consultant(s) will submit to CRS the following deliverables:

- One 2-page Country Profile in English and Vietnamese
- Four 2-page Key Program Area Factsheets in English and Vietnamese

The final deliverables are in pdf and Adobe InDesign format, ready for printing.

4. Consultant qualifications

- Have extensive experience in developing and designing marketing/communication documents.
- Have knowledge and experience in development sectors, especially NGO is a plus.
- Excellent English/Vietnamese writing skills, good verbal communication skills, organizational, analytical, and interpersonal communication skills.
- Have skills in writing content.
- Be flexible and a good team-player.

5. APPLICATION PROCEDURES:

Interested parties are requested to submit the application in English. The application should include the following items:

- Example of previous similar work (weblink or PDF)
- CVs demonstrate relevant capacity and experience.
- Minimum 2 references for similar assignment
- The financial proposal should be presented as a cost breakdown. The price should be in Vietnam Dong and include PIT.

Method for submission:

Application should be duly signed, and submitted to CRS's email: vn_rfp1@crs.org

Closing date for submission: 12 July 2023

Only shortlisted applicants shall be contacted for an interview before contracting.