

Consultants to Develop the Expression Principles for CSOs and Conduct the survey on CSO communication and the need of having spokesperson of CSO

JOB TITLE

Consultants to develop the Expression Principles for CSOs and conduct the survey on CSO communication and the need of having spokesperson of CSO.

TERMS OF REFERENCE

Founded in Vietnam in 2011 with head office in Hanoi, the Center for Research on Development Communication (RED Communication) is an organization working with the mission to promote changes in Media Environment and Communication capacity of NGOs and CSOs through identifying problems and offering solutions and communication innovations in order to tackle the problems.

RED Communication's main activities include:

1. Research and application solutions and innovation in development communication.
2. Communication capacity development through advisory and training services.
3. Popularizing knowledge, legal practices and communication relating to development issues.
4. Linking communication with development.

Vietnam emerged as a low middle-income country with the gradual formulation of market-oriented economy and jurisdictional state. In such context, civil society's engagement is an objective indispensability - not only one of the State's needs but also an inherent requirement of the society. CSOs is emerging to undertake its tasks in solving such great problems as load reduction for the public administration system; monitoring and feedback for policy development and implementation; promotion of available resources and initiatives from the community, providing services to solve problems of the development process including culture, education, sciences, environment protection, poverty reduction, etc. to contribute to the improvement of the quality of life for the community people as well as the entire society.

CSOs are the major component in the current Vietnam society. They actively participate in the social life and contribute to the roles mentioned above. However, this participation is still limited in terms of general contents, scope, social roles and impacts, dissemination of values or impacts of comments/advocacy. Additionally, CSOs are still fresh with the majority of which the people in the society, for this reasons, their activities are confronting big obstacles, namely the common hesitation by the society, and many local agencies including press.

RED is building the project named "Communication for Greater Engagement of Civil Society Organisations" with support from IrishAid with the scope to strengthen the engagement by the civil organizations in Vietnam through improving their expression capacity on mass media and the social recognition about their engagement. In this regards, it is necessary to depth analyze the need and the readiness from CSP to collaborate with RED to work in this issue.

From October to December of 2014, RED Communication will conduct a survey to analyze the CSO communication capacity and the need of having spokespersons of CSO to prepare for the

implementation of the project. In this regards, RED Communication seeks to recruit 3 highly qualified consultants to develop the Expression Principles for CSO and conduct the survey on the CSO communication capacity and the need of having spokespersons of CSOs.

OVERALL GOAL OF THE CONSULTANCY

The objective of this assignment is to develop the Expression Principles for CSO and conduct the survey on the CSO communication capacity and the need of having spokespersons of CSOs.

SCOPE OF WORK AND SPECIFIC OBJECTIVES

The consultant, with the assistances and input of RED Communication program team, will be responsible for following activities:

- To develop the Expression Principles for CSOs.
- To conduct the survey on the CSO communication capacity and the need of having spokespersons of CSOs. The survey will be conducted by two rounds. The first round is to survey by questionnaires online to 100 CSOs working in Vietnam and in-depth interviews with experts and local CSOs in Hanoi, Ha Tinh and Ho Chi Minh City. After the first round of the survey, information and data collected will be analyzed to be put in the draft of report. The draft of report on CSO communication capacity and their need of having spokesperson will be consulted in the second round of the survey in a consultation seminar organized in Hanoi.

METHODOLOGY

The methodology will be defined by consultants, taking into account budget and time constraints.

DELIVERABLES

The selected consultant will provide the following deliverables after getting the confirmation from RED Communication:

- A detailed work plan
- One document with content of the Expression Principles for CSOs (in Vietnamese and English). (Copyrights for this document and materials, contents, output will be fully reserved by RED Communication).
- A questionnaires used for the survey on the CSO communication capacity and the need of having spokespersons of CSOs
- A report on the CSO communication capacity and their need of having spokespersons (in Vietnamese and English). (Copyrights for this document and materials, contents, output will be fully reserved by RED Communication).

TIMEFRAME: The detailed time frame will be agreed, however it is expected that the activities take place during October until December 15, 2014 over a period not more than 15 working days for 3 consultants.

REQUIREMENTS:

Academic qualification and required experience of the consultant are as follows:

- Vietnamese citizen;
- Master degree in journalism, communication, social science or equivalent.
- A combination of minimum 10 years of working in related sectors. Experience in working with CSOs is an advantage;

BUDGET

The fee for consultant will be negotiated and applied following RED Communication regulations.

The consultants; consultant teams or consultancy companies who are interested in taking these consultancy works please submit:

- (i) A letter of interest;
- (ii) CV
- (iii) Work plan and financial Proposal;
- (iv) Supporting documents (if any)

To:

The Center for Research on Development Communication (RED Communication)
48B Trang Thi St.; Hoan Kiem District, Hanoi, Vietnam
Email: *tuyendung@red.org.vn*

The deadline for submitting the application will be on 15 October 2014.

Only short-listed consultants will be contacted.