



CARE International in Vietnam

TERMS OF REFERENCE

Project Title: CARE in Vietnam Program Launching event
Location: Hanoi
Duration: 4 working days during period from 01 Nov to 12 Nov 2014
Consultancy: Advise on communication for Program Launching event
Report to: Knowledge Management Team Leader

CARE International has been operating in Vietnam since 1989, and has worked in many of Vietnam's provinces and cities, providing quality development programs as well as relief and rehabilitation assistance where necessary. CARE International in Viet Nam (CVN) is currently working in Vietnam's northern mountainous areas, central coast and Mekong Delta and seeks to implement programs that assist poor and vulnerable communities, especially where few government or international initiatives are taking place.

Background information

CVN is launching the new program with priority toward 2019 and introduce new Country Director. This event aim to seek more consolidation and collaboration with stakeholders who come from Government/ Non Government agencies and Donors who CVN maintain partnership to achieving our program strategies that designed for future working in Vietnam.

The Program Launching event will be coordinated by Organizing group coming from different technical team of CVN, including Senior Management Team, Knowledge Management, Gender Equity and Advocacy team leaders with senior relevant staffs.

The main event sections are reflection of CVN's 25-year contribution in Vietnam, presentation of CARE Program Priorities towards 2019 and introduction of new Country Director.

CVN is seeking expressions of interest from suitably experienced and qualified expert to develop and advice on communication aspect for this event.

Objective of the consultancy

CVN would like to rationalize the Program Launching event on communication aspect and maximize the available resource for the purpose of the event. CVN in need of a communication expert to support during preparation and implementation of this event.

Scope of services

The communication consultant shall provide advice for CVN Program launching event including the following:

- Review content and advise/edit the Program Launching material including press release, Program Statement Document, posters, banner in terms of communication language that reflect CVN expectation
- Provide comment on the printing template of the Program Statement Document
- Provide advice on communication and media relation to CVN organization group during the event preparation process and follow up steps.

Expected outputs of the consultancy

- The Program Statement Document, press release, posters, banner reviewed and edited
- Communication advice on involving media in this event and recommendation on follow up

Key activities:

To provide a quality communication advice, the consultant is requested to:

- Closely work with organization team to understand the context, expectation output of the event
- Review the program statement, press release and provide quality adjustment to produce a good communication material

Timeframe

The consultant is expected to start on 1st November 2014 and provide recommendations until the date of event on 12 November 2014. The consultancy work plan will be proposed by consultant and the duration is estimated in 04 days.

Preparation and Logistical Support

Existing documents by CVN will be made available to the consultant. The organization team will support the consultant with required logistical support.

Selections criteria/qualifications

The consultant shall be a senior communication expert. The candidate should have a degree in communications, journalism or a related field. Experience with a NGO, other public sector groups would be a definite advantage. Creativity and imagination in the formulation of communications plans, as shown in previous work, would also be desirable.

***** Child Protection:**

CARE International in Vietnam is committed to protecting the rights of children in all areas we work around the world. Applicants are advised that CARE International in Vietnam reserves the right to screen candidates to ensure a child-safe environment. Further information can be found in the CARE Vietnam child protection policy.

Prepared by Le Thi Mai Huong

Approved by Gerda Binder


30.10.2014