



Terms of Reference

Technical Service Producing Communication Materials

Civil Society Support (CSS) Activity - FHI 360

FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. Our staff includes experts in health, education, nutrition, environment, economic development, civil society, gender, youth, research, technology, communication, and social marketing- creating a unique mix of capabilities to address today's interrelated development challenges. FHI 360 serves more than 70 countries and all U.S. states and territories.

Civil Society Support (CSS) Activity is a three-year and ten-month, \$8.5 million USAID-funded project implemented by FHI 360 and its partner, the International Center for Not-for-Profit Law (ICNL). CSS will strengthen civil society through support for increased coordination and collective action, an improved enabling environment, and innovative approaches to advocacy. The overall goal of the project is a civil society that is more able to protect civic space, strengthen democratic reforms, and promote and protect human rights.

To effectively raise awareness about the project's work implemented by multiple grantees and to engage with various tiers of target audiences, CSS is seeking a qualified media service provider.

Objectives

The main objective of this engagement is to secure services of media service providers to:

- Enhance the visibility of a wide range of activities implemented by CSS and its grantees.
- Develop engaging and informative content (text, image, videos) for CSS's grantees' social media platforms (e.g., Facebook, Instagram, YouTube).
- Align social media content with CSS's grantees' overall communication goals and advocacy voice.
- Amplify various advocacy messages by driving engagement on primary social media platforms and promoting key campaigns.

Scope of Services

- Work with CSS's Communication Specialist and grantees to identify their communication materials needs each month and co-produce a feasible content plan. The content plan should include a concrete number of media outputs and timeline requirements.
- Create a master CSS content calendar aligned with upcoming events, campaigns, and advocacy initiatives. The content calendar is to be delivered each month to CSS's Communication Specialist.
- Write engaging and informative captions for social media posts.
- Design visually appealing graphics, infographics, and short videos (90sec maximum).

Desired Qualifications

- Proven experience working with NGOs and local civil society organizations (CSOs).
- Strong understanding of the media landscape in Cambodia.



- Experience in creating engaging social media content for non-profit organizations or causes.
- Excellent writing and storytelling skills.
- Experience in developing and executing successful media campaigns.
- Expertise in social media management and content creation.

Timeframe

- The Technical service provider will last **6 months** and is expected to run from July to December 31, 2024.

Selection Process

Shortlisted media service providers will be invited to submit a proposal outlining their approach, methodology, team expertise, and cost structure. A selection committee will review proposals based on the outlined criteria and select the most qualified provider.

Timeline

- Deadline for submitting proposals: 14 June 2024
- Selection of shortlisted providers: 19-June-2024
- Contract finalization: 26-June-2024

Contact Information

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