

Terms of Reference

For Selection of Individual Consultant

Job #	N/A
Job Title	Jr. Consultant (HD Media)
No. of Positions	3
Location	Dhaka, Bangladesh
Appointment	Local Hire
Job Posted	TBA
Closing Date	TBA
Language	Bangla [Essential]; English [Essential]
Appointment Type	Time Based. Duration: 12 months (Further extension is subject to the performance of the incumbent and availability of fund)

Background of the Project:

The Aspire to Innovate (a2i) Programme builds on the Government of Bangladesh's efforts to introduce a citizen-centric culture of innovation in civil service to improve service delivery and make services more inclusive, affordable, reliable, and easier to access. This project will provide support to establish institutional mechanisms and improve accountability to accelerate SDG achievements in Bangladesh.

This project will have three components:

1. Institutionalizing Public Service Innovation and Improving Accountability
2. Catalysing Digital Financial Services and Fintech Innovations
3. Incubating Private Sector-enabled Public Service Innovation

Background of the assignment:

Aspire to Innovate (a2i) Programme has taken an initiative titled Human Development Media (HD Media). The main objective of HD Media is to initiate 360-degree campaigns for every possible traditional and new media targeting development spanning the spectrum of skill development, public awareness and sensitization, learning (both child and adult) etc. Recently, HD Media introduced an exciting initiative by unveiling a challenge fund dedicated to the development of OTT (Over-the-Top) platform. This strategic endeavour is set to redefine and encompass HD Media's operational landscape, ushering in a new era of digital excellence. Moreover, HDM will be developing various audio-visual contents for branding and promotion of a2i. Initiate strategic and quality campaign for playing a key role in behavioural change; satisfying curiosity and making a difference in people's lives; engaging the needs of the people of all background; creating knowledge among the users/viewers; raising awareness of opportunities to learn around central themes in Bangladesh society focusing Smart Bangladesh 2041, #IamtheSolution, Patriotism, Mental Health, Digital Literacy, Culture, SDGs goal and implementation of how a2i works on national's vision in the development of Bangladesh.

'Aspire to Innovate (a2i) Programme' is looking to recruit three **Jr. Consultants (HD Media)** who will provide support in creating audio-visual content, organizing workshops/seminars/webinars, running campaigns, managing social media, monitoring HD Media's business plan and OTT platform, and conveying good practices of the a2i.

Objectives of the assignment:

The overall objective of the assignment will be the following:

- Assist to implement social media marketing plan and design campaigns by creating the content idea, budget, and schedules.



- Support to execute digital market analysis and assist to design and develop business plan for Human Development Media and IPTV/OTT platform.
- Assist to develop IPTV policy guidelines for the operation of IPTV/OTT platform.
- Assist to archive and manage all audio-visual contents for HD Media.
- Promote the services and products of the organization on various social media channels.
- Ensure the activities of social media through comprehensive audience research.
- Optimize the social media platforms to ensure the organization visibility.
- Execute service-based feature stories and other related copywriting.
- Support to monitor and coordination with vendors to complete the assigned task and responsibilities.

Supervision and Performance Evaluation:

The **Jr. Consultants (HD Media)** will be working with the Human Development Media team of Aspire to Innovate Programme. A performance evaluation will be conducted by the project authority, a2i. After 12 months of the contract period and further continuation of the contract will depend upon the satisfactory performance and availability of funds.

Scope of work, Duties and Responsibilities:

- Assist in developing and implementing communications and campaigns strategies.
- Assist in designing and implementation Design of various Awareness Raising/Behavioral Change Campaigns through National and International Partner organizations keeping in mind the branding and strategy growth of HD Media.
- Develop awareness and promotional contents like Info graphic, animation, short video, PSA, TVC, documentary, static for community and different stakeholders.
- Conceptualize, design, and develop digital content as per the requirement.
- Directly correspond with media stakeholders/partners/Govt Agencies facilitating operation and ensuring proper media plan, campaign design and budgeting.
- Planning and designing of all the production contents and wide promotion through TV, radio, and social media.
- Oversee the pre-production, production, and post-production of all the contents and ensure promotion.
- Guide the vendor for development of idea and content for the official Facebook page and other new media tools such as: Twitter, Google Inc. etc.
- Prepare communication contents like concept notes, articles, speeches, statements, stories, presentations, briefing materials, etc. in coordination with the supervisor.
- Design and finalize PPT for HD Media campaigns, reports, and other necessities.
- Oversee all social media channels through vendor management and execute digital media strategy to grow organic and paid traffic.
- Assist in vendor management responsible for different HD Media activities.
- Support in different campaigns on government's priority issues in collaboration with different ministries, divisions, and local/field government offices.
- Coordinate with Bangladesh Television and other wings of Ministry of Information and Broadcast for content development, program planning, implementation, and broadcasting within its network.
- Provide support in developing administrative documents like notes, letters, ToR, budget, meeting minutes, and reports for Govt. and Non-govt. Agencies.
- Assist in preparing yearly procurement plan and budget for HD Media.



- Provide support from the HD Media team to do procurement.
- Collect, organize, and provide data from HD Media team for a2i's dashboard.

Deliverables and Timeframe:

The assignment will be for 12 months. Completed task under each area and activity will be as follows:

Deliverables	Timeline
<ul style="list-style-type: none"> • Supported to develop and implement 6 strategic campaign plans. • Supported to organize and conduct 6 workshops in collaboration with media and youth organizations. • Supported to coordinate 12 national/international events. • Supported to organize 6 webinars/seminar. • Supported in design and development of 36 audio-visual contents (TVC/OVC/PSA/Animation/Theme Song/Digital Contents). • Supported in design and development of 36 static posts for social media. • Assist in developing TV Show/Drama Series/Talk show. • Complete 6 procurement processes including preparation of RFQs, OTMs, QCBS or RFP documents, receipt of quotations, bids or proposals, preliminary evaluation, etc. • Prepare various concept notes, article, letter, procurement plan, budget, high quality presentation etc. • Ensure regular vendor management and day to day work process. • Manage stakeholders' partnership, social media, and HD Media data effectively. 	<p>12 Months</p>

The incumbents will perform other related duties and responsibilities as and when required and assigned. The incumbent should function as an effective team member.

Payment: The Jr. Consultants will be paid 12 (Twelve months) equal instalments on monthly basis upon completion of above deliverables.

Requirements for Experience and Qualifications:

I. Academic Qualifications:

- Minimum Bachelor's degree in any discipline from any reputed public/private university.

II. Experience:

- At least 4 years of experience in any national/ international organization.
- At least 2 years of experience in digital marketing/ branding/ media/ media research/ audio-visual/ communications.
- At least 2 years of experience in implementing campaigns of Government/Development sector initiatives.


