



28th March 2024

Terms of Reference

Communications Consultant to Develop PVE messaging Content

under the Communications Strategy on Preventing and Countering Violent Extremism

1 - Background

Evidence globally cites that deteriorating social fabric leads to social isolation, which increases vulnerabilities, making certain groups more susceptible to intolerance and violence. This further pave way for phenomena such as radicalization and violent extremism to strengthen its roots in the society. Violent extremist ideologies very often accompany terrorism, provide motivation and justification for these heinous acts and enable recruitment activities.

The Maldives National Counter Terrorism Centre (NCTC) was established through Presidential Decree (2016/3) in 2016. NCTC is the lead national agency for coordinating the counter terrorism and counter violent extremism efforts in the Maldives. Its responsibilities include coordinating a “whole of society” approach to Preventing and Countering Violent Extremism (P/CVE) which includes gathering and analyzing intelligence on root causes of extremism, synchronizing relevant government authorities’ approach and responses to PVE, advising the National Security Council (NSC) and the President on terrorist and extremist risks.

In 2019, NCTC in partnership with UNDP in the Maldives began the process of drafting the first National Action Plan on Preventing Violent Extremism (NAP on P/CVE) for the Maldives. The NAP envisions a “whole-of-government” and “whole of society” approach and will involve a mix of responses from most government departments and will build, wherever possible, on existing programs and institutions. As it is vital that all programs engage communities and create a sense of ownership rather than stigmatizing sections of society, the NAP aims to bring together all groups in society including key agents of change, civil society organizations (CSOs) and the private sector. While this alone is not sufficient to ensure the success of the action plan, another key factor for success is communication. The community’s acceptance of these efforts will greatly depend upon the messages that follow the roll out of the action plan. Therefore, the communications of the action plan need to be strategic and able to engage the community.

In this respect, NCTC in collaboration with UNDP Maldives developed a communications strategy for the National Action Plan on Preventing and Countering Violent Extremism. Strategic communication

plays an essential role in realizing the goals of the NAP P/CVE, particularly in raising awareness of violent extremism and building the resilience of communities and other vulnerable sectors from influences that seek to polarise society and create discord. In relation to supporting potential organizations and stakeholders, it is crucial for the government of the Maldives to identify credible and willing partners who will be the champions of the grand narrative and its interconnecting themes, the bearers of message, in both online and offline activities.

2 Objective and Purpose

National Counter Terrorism Center seeks to employ the services of a communications consultant to further enhance the PCVE communication effort. The purpose of the assignment is consultation and technical assistance in content development in order to enhance the quality and scope of this effort.

3 - Key Tasks and Responsibilities

The consultant will work in close coordination with the NCTC team and will undertake the following tasks:

3.1 Design and Develop Graphics, animations clips and Video Spots for Counter Narrative and Alternative Narrative Messaging

The consultant will assist to design and develop graphics to promote community awareness on social media platforms and outreach programs in the Maldives in the efforts of P/CVE and implementation of the NAP for 2020 – 2024. This should include:

- Assist to identify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific audience;
- Design and develop graphic for regular messages on social media and on special occasions.
- Design and develop animation clips and video spots for streaming on broadcast media and social media channels.

3.2 Assist to identify means and develop indicators to monitor and evaluate communications tools and activities, in order to measure the impact on achieving the overall objectives.

3.3 Coverage of out-reach programs

- The consultant will assist in the coverage of NCTC’s out-reach programs and in creating narratives and messaging content from the videos, photographs and other content resulting from these programs.

3.4 Advise and assist in design, development and execution of P/CVE communication campaign

- The consultant will advise and assist in designing, development and execution of NCTC communication campaign to prevent and counter violent extremism
- The consultant will assist and facilitate in developing required relationships with media and other agencies for better execution of campaign
- The consultant will assist and advise in monitoring and evaluation of the campaign.

4. Expected Outputs and Deliverables

The consultant will work closely with the NCTC focal point and will assist for the following deliverables;

- a) Assist to identify Specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific audience;
- b) Design and develop graphic messages for regular social media posts and on special occasions as per a pre-planned schedule.
- c) Design and develop video spots for broadcast media and social media channels.
- d) Assist to identify means and develop indicators to monitor and evaluate communications tools and activities, in order to measure the impact on achieving the overall objectives.

The following table shows an indication of the duration for the deliverables;

Task/Deliverables/ Outputs	Estimated Duration to Complete
Assist to identify Specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific audience;	On-going basis, reviewed once a quarter.
90 graphics and 20 animations for daily messages on social media and for special occasions.	15 days ahead of planned publish dates. Contents of the messages will be provided to the consultant in appropriate time frame.
3 Video spots for broadcast on mass media and social media channels.	15 days ahead of planned publish dates. Contents of the messages

	will be provided to the consultant in appropriate time frame.
Assist to identify means and develop indicators to monitor and evaluate communications tools and activities, in order to measure the impact on achieving the overall objectives.	On-going basis reviewed once a quarter.

5. Qualifications of the consultant

- A Bachelor's degree in marketing, communications, media or relevant discipline.
- Minimum 6 years' experience in marketing, communication and media relations, preferably in the government or nonprofit sector.
- Minimum of 2 years of experience in the public domain communications or media.
- Demonstrated ability to produce high quality, creative communications materials and proven track record of previous communications achievements.

6. Commencement and Duration of the Work

This assignment will last for 6 months with the option to extend further, and is expected to start in April 2024.

7 – Remuneration Package

MVR15,000.00 per month

8 – Application Submission

Interested candidates should submit;

- A letter of interest
- Detailed CV
- Copy of Academic Certificates
- Copy of National ID card

Applications should be submitted before 1400hrs on 22nd April 2024 to careers@defence.gov.mv or the address below:

Ministry of Defence
Bandaarakoshi,
Ameer Ahmed Magu,
Male', Republic of Maldives.