

## **Call for Proposals**

### **Development of communication and awareness campaign for water and sewerage safety**

#### **Background**

Policy 4 of the National Water and Sewer Strategic Action Plan for 2020-2025 focuses on enhancing advocacy and raising awareness about water resources, water supply, and sewerage. To achieve this goal, a comprehensive nationwide campaign has been designed to span over the next five years. The central objective of the "Fennaaru" campaign is to educate and engage the public on the importance of water resources, water supply, and sewerage systems management. By implementing various communication strategies and supporting community initiatives and behavior change programs, the campaign aims to increase public knowledge and encourage sustainable water management practices that conserve and protect vital water resources

#### **Work to be performed**

- Development and implementation of the Fennaaru Communication Strategy and Roll-out plan
- Promotion and dissemination of community advocacy materials.
- Promotion and maintenance of public information campaigns on Fennaaru Communication Strategy and Roll-out plan, under the supervision of Director General of Water and Sanitation Department
- Development of communication materials, including briefing materials and press releases, for Fennaaru Campaign events in coordination with relevant staff members
- Writing, editing and supervising translation of speeches and public statements for senior management and programme staff
- Timely and effective responses to inquiries to media as well as for public information materials
- Arrange media briefings and trips to Island communities and explore new means of outreach
- Supporting awareness activities through various forms such as media campaigns and training sessions.
- Providing creative ideas for print, electronic, web-based and animated presentations.
- Developing and implementing PR strategies and writing and distributing press releases.
- Designing and laying out reports and other communication materials (e.g. banners, posters, booklets, leaflets).
- Improving and editing existing communication materials.
- Developing training materials and communication strategies for advocacy and project promotion.

#### **Qualifications, experience, skills and languages**

##### **Educational Qualifications:**

Essential: Advance Diploma in communications development, media relations, journalism, publishing or related field.

##### **Experience**

Essential: At least two years of experience in a related field.

##### **Skills/Knowledge:**

- Excellent creative skills and advanced knowledge of design software such as Adobe Photoshop, Illustrator, and InDesign is an advantage

- Experience in conceptualizing and managing the production of printed materials, including detailed reports, is an advantage
- Demonstrated experience in designing and implementing communication and/or media outreach plans in support of overall campaign goals is desirable
- Familiarity with new and evolving technologies and digital platforms is desirable.
- Experience working with water management, sewerage and the environment is desirable.
- Ability to work with a high level of responsibility and under pressure is desirable.
- Willingness to travel routinely to islands within the catchment.
- Ability to draft and prepare advocacy materials and press briefs in Dhivehi and English.

**Languages and level required (Basic/Intermediate/Advanced):**

Excellent knowledge of written and spoken English/Divehi

**Application:**

- Interested institutes are requested to email their technical and financial proposal with company profile to [sewhomav@who.int](mailto:sewhomav@who.int) by 15 April 2023 with email subject '**Communication and awareness campaign for water and sewerage safety**'