Terms of Reference (TOR)

Communication support for WHO Sri Lanka

1. Background

1.1. Introduction

The World Health Organization is the United Nations Specialized agency for health established on 7 April 1948. WHO was one of the first United Nations agencies in Sri Lanka (1952) and over sixty years on, WHO remains a steadfast intergovernmental organization committed to supporting the people of the country to attain the highest level of health through the strengthening of the health system on the principles of equity, fairness and responsiveness with emphasis on the poor and marginalized.

WHO Sri Lanka’s goal is to support the people of the country to attain the highest level of health through strengthening of the health system on the principles of equity, fairness and responsiveness with emphasis on the poor and marginalized.

Our core functions include:

- Providing leadership on matters critical to health and engaging in partnerships where joint action is needed
- Shaping the research agenda and stimulating the generation, translation and dissemination of valuable knowledge
- Setting norms and standards, and promoting and monitoring their implementation
- Articulating ethical and evidence-based policy options
- Providing technical support, catalyzing change, and building sustainable institutional capacity
- Monitoring the health situation and assessing health trends

Communicating crucial health information to the public is a key tenant of WHO’s work. This requires the conceptualization, production, and dissemination of high-quality communications materials in a variety of forms, including graphics, animation, audio, and videos. Additionally, in Sri Lanka, internet use is rapidly growing. Currently, about 30% of the country’s population is active on social media, including important key audiences, like young people. Therefore, it is imperative that WHO Sri Lanka ensures all relevant information is readily accessible on social media pages and online messaging apps.

The purpose of this proposed activity is to support WHO Sri Lanka’s communication work, including content production and social media management.

1.2 Specific objectives
The specific objectives of the proposed activity are as follows.

1. To design and produce high-quality communication materials for WHO Sri Lanka and our partners.
2. To support the management of WHO Sri Lanka social media pages and online messaging apps.
3. To support WHO Sri Lanka events and contribute to other communications work.

2. Planned timeline (subject to confirmation)
   
   Start date: 1 February 2022  
   End date: 31 December 2022  
   Total duration: Eleven months

3. Requirements

3.1 Responsibilities of WHO Sri Lanka
   
   1. To provide the technical content and substance for all materials to be developed.
2. To work in consultation with the selected company throughout the assignment until the final deliverable is received.
3. Maintain the WHO Sri Lanka website, including uploading relevant material developed by the company.
4. Assign a focal point per project/task to work with the company.

3.2 Responsibilities of Service Provider
   
   1. Collect the necessary technical and relevant information from WHO Sri Lanka.
2. Assign an account manager who will liaise with WHO Sri Lanka communication and programme staff.
3. Provide costings as per the requirement prior to the assignment.
4. Provide/use the necessary professional equipment to fulfil the requirement of the assignment.
5. Provide necessary edits and revisions, as requested by WCO-SRL, to meet the standards of the final deliverable.
6. Ensure all content is approved by WHO Sri Lanka prior to posting, including translations.
7. Provide required invoices, etc. for timely reimbursement.

8. Deliver required tasks on time as per pre-agreed deadlines.

9. Provide WHO Sri Lanka with the final artwork in the agreed format.

3.3 Work to be performed

The selected service provider shall undertake the following tasks.

1. Produce creative content in line with pre-agreed upon expectations in English, Sinhala, and Tamil. Content includes but is not limited to:
   a. Videos, including the development of scripts / storyboards, coordination with relevant stakeholders, set-up, filming, sound mixing, editing, etc.
   b. Photography, including set-up, editing, watermarking, etc.
   c. Graphics / infographics, posters, flyers, etc. including content creation, design, and production
   d. Layout / formatting reports, brochures, flyers, etc.
   e. Audio recordings, including script development, recording, and editing
   f. Animations, including content, design, voice overs, music, production, etc.
   g. Animated gifs, including content, design, and production
   h. Creative stories, articles, etc. including drafting and editing

2. Provide a content dissemination strategy when requested and disseminate content on WHO Sri Lanka social media channels and messaging apps.

3. Plan, implement, and manage the WHO Sri Lanka social media pages and messaging apps several times a week/as needed and ensure key deadlines are met for the dissemination of time sensitive content.

4. Support and manage WHO Sri Lanka’s social media boosting, including suggestions of which posts to boost, campaign length, amount, and target audiences.

5. Propose and implement strategies to grow WHO Sri Lanka’s online following, reach/engagement, subscriber base and other relevant metrics.

6. Monitor online engagement, generate reports on performance, and suggest strategies to improve digital platforms.
7. Support the production of WHO Sri Lanka events, including conceptualization, design, technical support, lighting, coordination, etc.

8. Coordinate with third-party staff as needed.

9. Any other related tasks as may be required or assigned by the supervisor.

10. When performing the above activities the contractual partner shall
   a. Conduct all activities under the supervision of an assigned focal point.
   b. Be responsive to agreed timelines.
   c. Ensure full compliance with organization rules, standards and regulations.
   d. Respond to and troubleshoot all digital media issues.
   e. Accommodate revisions to products, as needed, until a final product is agreed to.
   f. Ensure content in all three languages is checked and cleared by WHO Sri Lanka staff.

11. The following deliverables are expected by the end of the contract
   a. An inventory and catalogue of content produced, including descriptions and an organized cache of developed graphics, animations, videos, photographs, etc.
   b. Regular reports on digital platform performance with suggestions for improvement.
   c. A final technical report as per WHO requirements.

3.4 Expected characteristics of the provider

1. More than 5 years of professional experience with a proven track record in the designing of publications and visibility material.

2. The team should include at least one member with a diploma in communication, digital engagement, or a similar field with at least two years of experience.

3. The bidder should be a registered firm.

4. Ability to manage social media pages, including boosting.

5. Ability to multi-task.

6. Ability to respond to tight deadlines.
7. Previous experience working with WCO-SRL or other UN agencies and familiarity with UN systems and procedures is an added advantage.

8. Knowledge of global health and national health development issues is an added advantage.

4. Place of assignment

The primary location of work will be Colombo; however, occasional travel to other parts of Sri Lanka may be required.

5. Budget

Provide a rate card for the deliverables outlined in the ‘work to be performed’ section, including a detailed breakdown (e.g., cost for a 30-second animated video with a voice over; cost for translation; cost for an infographic; cost for layout per page, etc.).