**TDR Communication Support**

**(Consultant)**

**Port-au-Prince, Haiti**

# BACKGROUND:

RTI International pursues innovative approaches and builds on best practices to promote democratic governance and economic development. Working alongside global partners, public institutions, the private sector, and civil society, we apply an integrated approach to public service delivery using cross-sectoral strategies. Our goal is to help build more effective, accountable, and responsive institutions and policies at the national, regional, and local level.

RTI International is currently accepting applications for communications supportfor a USAID-funded governance activity in Haiti that supports the government of Haiti, civil society, and the private sector in addressing core governance challenges to effectively respond to citizen needs. The main project office for GERE is in Port au Prince.

## Consultant:

The Consultant will support the implementation of communication and outreach activities under the USAID-funded Haiti GERE project. Specific responsibilities include collaborating with the Haiti GERE Chief of Party, Deputy Chief of Party, and other project staff in the refinement and implementation of the GERE communications strategy and provide professional leadership to maintain the communications plan in conformity with USAID guidelines and practices.

In summary, these results are expected from the Consultant:

* Higher visibility of the project
* Quality flow of information and results between the project and USAID
* A better flow of information between the staff and also between GERE and its different partners.
* Better understanding of project activities by beneficiaries and technical partners;

# PURPOSE:

The objectives of this consultancy are, generally, to provide ongoing support to the project’s communications strategy and objectives. The consultant or firm will be responsible for leading and managing all internal and external communications efforts surrounding the project, including writing and publishing articles and best practices. Candidates should have experience and/or understand communications approaches for USAID-funded projects and for projects focused on governance. They should possess strong management, administrative and communication skills (including project report writing) and be able to write about issues which may be sensitive in nature. The Candidates should also be able to communicate and disseminate information to diverse audiences in English, French, and Creole, as applicable.

# TASKS:

The Consultant will:

Compliance

1. Ensure all Communications activities conform to the terms and conditions of project requirements, including cost, schedule, and quality parameters.
2. Ensure that all required reports and documentation for external reporting and the project’s internal management systems and are produced according to USAID/Haiti guidelines.
3. Ensure that all project communications align with the project’s approved Marking and Branding Plan and USAID branding requirements.
4. Track USAID branding requirements and realign project branding to match changes, as applicable.
5. Obtain USAID approval for applicable materials prior to finalizing and posting on public platforms, including events.

Communications Strategy

1. Update project’s Communications Strategy and provide recommendations on channels of communication, form and presentation, design, delivery, and schedule for communication.
2. Build internal project staff capacity to implement the project’s overall communications strategy.

USAID/GOH coordination

1. Manage high profile visits from USAID or Government of Haiti officials.
2. Coordinate with USAID and RTI Communications teams as needed.

Online Presence and Media Monitoring:

1. Oversee project website development and establish an appropriate social media presence (ex. Facebook, Twitter, Instagram).
2. Maintain on-line content in English, French and Creole ensuring the timely posting of relevant information and updates, in collaboration with other project staff, as needed. Coordinate relevant cross-posting to USAID and RTI online accounts as possible and appropriate.
3. Conduct regular media monitoring (traditional and social) and create coverage reports.

Deliverables Support

1. Support the timely and quality completion of all program deliverables and reports in accordance with USAID guidelines. This will include working with the technical team to develop and edit draft reports in French and helping to prepare a draft in English with support of a local translation firm and the home office team.
2. Write speeches, articles on project activities, technical notes, success stories, best practices/lessons learned, and contribute to USAID publications in French and English.
3. Liaise with Sr. Technical staff and Technical Advisors to support project efforts to improve scientific literacy and promote dialogue between the organizations, government, researchers, and other relevant stakeholders.

Knowledge Management

1. Maintain repository of technical training tools and materials and other related products.
2. Create and maintain templates designated in project’s Marking and Branding plan.
3. Provide quality photographs of project activities and events in support of marketing and deliverables.

Other communications activities as determined by the Chief of Party.

# DELIVERABLES:

The Consultant will report directly to the GERE Chief of Party. All reports and deliverables will be submitted to the GERE Chief of Party and the GERE Deputy Chief of Party in draft form.

These are the key deliverables:

1. Project website and social media accounts with timely updates.
2. Weekly “In the News” media coverage reports and one-off reproductions of GERE activities and/or partners.
3. Weekly and Monthly reports submitted on deliverables on a timely basis.
4. Weekly meetings with the COP, DCOP and other senior technical staff regarding progress on the project’s communications strategy, and upcoming events and/or deliverables.

All reports and materials submitted to USAID will be reviewed by RTI’s home office for editing, document preparation, branding, and submission; reports will follow the USAID-GERE Branding and Marking Plan.

The consultant or firm will discuss social media approaches and postings with the GERE Chief of Party and Deputy Chief of Party in advance. Approaches will need to be approved by project leadership in advance as well as targeted postings. Please note that communications-related items may also require USAID approval before being considered final and available for public consumption.

# LEVEL OF EFFORT:

The estimated time is between: September 15, 2020 – December 1, 2020

* Occasional travel may be required from and/or to Cap Haitian as well as travel within Port-au-Prince.
* GERE will provide a driver and car for field visits, airfare when required, and per diem when staying overnight. Lodging will be booked by the project, and per diem payments will align with USAID and GERE policies.
* No holidays or vacation are provided with this short-term assignment.
* This STTA is authorized up to five-day work week, though after hours or weekend work to cover events may be required. Consultant/firm will coordinate monthly in advance with the Chief of Party regarding schedule and priorities.

# QUALIFICATIONS, KNOWLEDGE, SKILLS AND ABILITY

* A minimum of a bachelor’s degree in communications, marketing, language arts or another related field with 3 years of experience in leading communications efforts, or a bachelor’s degree and 6 years of experience in communications.
* Experience in knowledge management and communications, particularly for research.
* Demonstrated experience in developing and maintaining a strong social media presence, including building followers.
* Experience working on USAID-funded projects and/or other international development programs highly preferred.
* Verbal and written fluency in the English language along with strong communications, interpersonal, and presentation skills. Verbal and written fluency in French and Créole required.
* Demonstrated team player with effective cross-cultural interpersonal skills; able to develop and communicate a common vision among diverse partners and lead multidisciplinary teams.
* Ability to resolve sensitive and complicated work issues with senior high-level country counterparts, donor representatives, and senior-level staff.
* Proficiency in Microsoft Office programs and social media platforms.

# TO APPLY

# Interested applicants should include the following:

* CV that include past work experience
* A brief (1-2 pages) statement on experience developing project comms strategy and operationalizing it, preferably as USAID project, and increasing a project comms profile including developing/updating project websites, doing success stories, developing social media posts.
* Example of a communication strategy they have done for a client.
* A comms related writing sample in French and English.