

# Terms of reference

## Public relation consultancy

### 1. INTRODUCTION

Haiti is one of the hungriest countries on earth and women and girls are bearing the brunt. Some 4.35 million people are experiencing high levels of acute food insecurity in a crisis driven by political violence and natural disasters in the Caribbean country. The UN also says that at least 115,000 children in Haiti are expected to suffer from life-threatening malnutrition this year, an increase of 30 per cent over 2022.

The hunger crisis has also forced some girls to engage in sexual activities in exchange for food or money. This has directly resulted in numerous cases of unwanted and early pregnancies according to the research.

Plan International is work aligned with the government's response to the cholera outbreak, which will include the distribution of hygiene kits to communities and raising awareness in communities on preventative measures.

To date, 32,545 people have benefited from cash transfers for the purchase of food. The organization has also been doing awareness sessions on healthy nutrition. As the hunger crisis also worsens, Plan International will continue to provide assistance to women, girls and their families too.

### 2. INFORMATION ABOUT PLAN INTERNATIONAL

Plan International is an independent, humanitarian and development organization that promotes children's rights and girls' equality.

Working together with children, young people, our donors and partners, we strive for a just world, tackling at the root the challenges faced by girls and all vulnerable children.

We support children's rights from birth to adulthood, and support communities in adapting and responding to crisis and adversity.

We have been building effective partnerships for children for more than 80 years, and are active in more than 70 countries.

### 3. GENERAL OBJECTIVE

To position Plan International as a humanitarian organization that responds to the different crises in Haiti at the national and regional level with the media and stakeholders.

#### SPECIFIC OBJECTIVES

- 1) Formulate a calendar of PR activities for the next six months.

- 2) To establish and nurture relationships with journalists across various media platforms and prepare a database for this purpose.
- 3) To provide assistance to disseminate Press Releases and statements aligned with plan for publication across diverse media outlets.
- 4) To prepare a Plan International Haiti's emergency response presentation that could be sent to the media according to the new brand.
- 5) To provide media training to the spokesperson and prepare a profile of each one.
- 6) To extend invitations to journalists for a firsthand experience of Plan International Haiti Operations and coordinate these spaces in the field with the support of the Comms team.
- 7) To facilitate interviews featuring Plan International Haiti's spokesperson in various media outlets.
- 8) To enhance the capacity and skills of the Haiti Communications Team.

#### 4. METHODOLOGICAL ASPECTS

##### **About work methodology:**

All work will be done virtually. Plan International will provide the necessary information to design and layout the documents, as well as the respective references according to the standards.

The consultant shall suggest work methodologies, as well as:

- Timeline and work plan
- Number of planning meetings
- Situation Analysis
- Monitoring and Evaluation

##### **Key activities:**

- Have coordination meetings with the Communications team and the reference team of the Plan International office to agree on the details of each deliverable and to keep them informed of the progress of the work.
- Have meetings to present the intermediate and final products.

##### **Other considerations:**

- Plan International will provide safeguarding and security instructions for the consultant to comply with our internal policies. The consultant will be required to sign and comply with Plan International's Safeguarding Policy, as well as receive a safeguarding briefing.
- All material provided will be for the exclusive use of Plan International.
- Plan International Haiti is only interested in big regional media that can guarantee greater media coverage.
- All media contacted by the consultancy shall remain as part of Plan International's media database.

#### 5. DELIVERABLES

Deliverables	Details
Formulate a calendar of <b>PR activities</b> for the next six months.	Develop a post-consulting calendar of activities with measurable and achievable objectives, taking into consideration the team's limitations and tactics.
<b>Establish</b> and nurture <b>relationships</b> with journalists	Establish a relationship with journalists that should subsequently be maintained by Plan International Haiti's communications team.
Prepare a <b>Journalist Data Base</b> (national and regional)	Create a database containing all key journalist contacts who should be reached out to after the conclusion of the consultancy. This database should include the primary local and regional media outlets, and it must be verified and regularly updated
Disseminate at least <b>8 press releases/statements</b> and get coverage from the media	Plan the potential press releases, provided support to PIH team, ensure the coverage and dissemination across regional communication agencies.
Prepare a <b>Plan International Haiti's emergency response presentation</b> for the journalist	Prepare a presentation to introduce Plan International Haiti, its mission, response initiatives, spokespersons, and key contacts to journalists while adhering to the brand's identity guidelines.
A <b>media training</b> to the spokesperson and prepare a profile of each one.	Provide digital media training for the spokespersons and prepare the profile that need to include photos for journalists.
<b>2 visit of journalist</b> from regional media outlets that can gather content on PIH field operations.	Invite journalists to cover operations in Haiti for media dissemination, ensuring that the media outlets have broad coverage.
<b>5 interviews</b> with the most popular regional media outlets	Activate the spokespersons by coordinating at least 5 interviews for them to communicate the key results of Plan and the emergency response required. Ensure that the media outlets have extensive coverage.
<b>Enhance the capacity and skills</b> of the Haiti Communications Team	To train the local teams in terms of PR while the job is being developed.

All the material must be delivered virtually, as well as properly organized together with the editable files.

## 6. PROVIDER PROFILE

The service provider must be:

- A company or professionals in public relations with a focus on non-profit organizations.
- Experience in generating positive media coverage and building relationships with key stakeholders
- Experience in the management of social networks.
- Experience in working with issues related to children's rights, diversity, inclusion, gender and migration is an asset.
- Experienced working in French and English

## 7. Plan International's Responsibility

1. Send all complete and updated information regarding the work of Plan International Haiti, along with its results.
2. Provide on-site support when coordinating interviews.
3. Always take care of safeguarding and protection protocols.
4. Approve each piece of content or product prior to its release.
5. Provide support and feedback if required.

## 8. INDICATIVE BUDGET AND METHOD OF PAYMENT

The service provider shall share an estimated breakdown of the costs, including the social media advertising, the cost for the layout and design of each document, and the cost for each social media piece.

## 9. COORDINATION & APPROVAL

**Coordination.** This consultancy will be carried out in close coordination with Plan International's Regional Office Communications and Plan International Haiti team on a virtual basis.

**Lead person on behalf of Plan / Supervision.** The supervision and reception of the consultancy product will be in charge of the Regional Communications Manager, Horacio Garcete.

**Approval.** Approval of the consultant's deliverables will be with the Plan International Regional Office Communications team and Plan International Haiti.

## 10. DURATION OF THE CONSULTANCY:

The total time foreseen for the consultancy is 3 months from the signature of the contract. All products must be completed 3 months after the signature of the contract.



## 11. ETHICS STATEMENT:

Plan International is committed to ensuring that the rights of those involved in data collection or analysis are respected and protected in accordance with the corporate Monitoring, Evaluation and Research Ethics Framework and the Global Policy for the Protection of Children and Young People. The work to be undertaken will also consider other relevant institutional policies such as the Gender and Inclusion Policy, Anti-Fraud Policy, etc.

All applicants must include details in their proposal on how they will ensure ethics and child protection (where applicable) in the data collection process. Specifically, the consultant(s) will explain how adequate, safe and non-discriminatory participation of all stakeholders will be ensured and how special attention will be paid to the needs of children and other vulnerable groups (if applicable).

The consultant(s) will also explain how confidentiality and anonymity of participants will be ensured where applicable.

## 12. PRESENTATION OF THE PROPOSAL:

Please send your proposal to the following e-mail address: [Tender.Haiti@plan-international.org](mailto:Tender.Haiti@plan-international.org)

### All proposals must contain the following:

#### 1. FINANCIAL PROPOSAL:

The same must include the cost of the fees for each product requested and the total cost of the consultancy. The Consultant shall be responsible for any bank commissions, fees or taxes that may apply.

#### 2. TECHNICAL PROPOSAL:

The technical proposal should be no more than 6 pages in length and should include:

- A methodological proposal (how the work will be carried out, meetings, presentation of deliverables, approval of deliverables and suggested schedule for delivery of deliverables, etc.) - maximum 2 (two) A4 pages.
- Presentation of the consulting team/agency, their experience and similar work - 2 (two) A4 pages maximum.
- Copy of legal document of the consulting team/agency ratifying its existence - 1 (one) page.
- Address and contact numbers - 1 (one) page.