

Terms of reference

Recruitment of a communication firm to manage the strategic and digital communication of a Humanitarian intervention in the city of Kindu in DRC.

2 May 2023

Background

The HUB DRC SN is a collective of over 20 national and international organisations, has developed disaster risk financing strategies. These strategies have been developed according to the Start Network model and propose three strategic axes for disaster risk financing in DRC from 2022 to 2026: (1) Increasing resources for disaster anticipation/preparedness actions, (2) Improving inclusive partnership around disaster risk financing, (3) Improving decision making system to act in time (Source: HUB DRC SN Disaster Risk Financing Strategy)

The Start Network has enabled HUB DRC SN to develop a flood risk forecasting model. This model uses climate and weather data and predicts the number of people likely to be affected in the event of a flood. Kindu was chosen as the pilot with ambitions to cover other parts of the republic.

In November 2022, an anticipatory intervention was launched by two national member organisations of HUB DRC in relation to the risk of flooding in Kindu and 400 households were assisted to reduce the vulnerability of the most fragile households.

The DRC faces several crises and disasters that affect millions of people every year, including women and children.

In March 2023, the JBA model triggered the alert threshold and this led to the funding of the next phase to reach at least 2,000 households this time to enable those affected since the first flood in December 2022 to build their resilience and for other households who had received support to better prepare for the possibility of another flood.

To accompany the implementation of this project, MIDEFEHOPS would like to engage the services of a communications firm to carry out a digital campaign and make a strong case for this experience and the dissemination of lessons learned for disaster risk management projects in DRC.

Strategic and digital communication is a crucial element to ensure the success of the humanitarian intervention, raise awareness among key stakeholders and mobilise the necessary resources to encourage similar projects and programmes in Kindu and other parts of the DRC for other risks.

OBJECTIVES

- To develop and implement a communication strategy for humanitarian intervention using digital communication tools.
- To run an intensive digital communication campaign on networks aimed at key partners.
- To improve brand recognition among humanitarian actors, donors and populations by increasing the organisation's visibility and strengthening its brand image.

Outcomes

- Strengthen MIDEFEHOPS Asbl's visibility, credibility and image by using clear, coherent and adapted messages to the needs of the stakeholders.
- Increase the visibility of the impact of MIDEFEHOPS activities and the campaign on Social Networks, reach institutional partners, donors and other stakeholders.
- Strengthen the branding of MIDEFEHOPS and its positioning as one of the leading partners in humanitarian action and resilience in DRC.
- Provide regular and transparent communication on the activities of the humanitarian organisation, the results achieved and the challenges encountered.
- Develop a strategy and advocacy plan for disaster risk financing to influence DRC policy makers, local and international partners and major donors.
- Increase traffic and engagement on MIDEFEHOPS pages.
- Develop a detailed communication strategy in consultation with the MIDEFEHOPS communication team and considering the needs of stakeholders.
- Increase the visibility of the impact of MIDEFEHOPS activities and the campaign on Social Networks, reach institutional partners, donors, and other stakeholders.
- Design and produce communication materials (press releases, flyers, videos, etc.) according to the needs of the humanitarian intervention and the target audiences.
- Establish relationships with local and international media to maximise media coverage of the humanitarian response.

- Provide regular reports on the impact of communication activities and the results achieved.

Skills required:

- Strategic and digital communication management.
- Knowledge of digital communication tools and social media management.
- Excellent written and oral communication skills in French and English.
- Good knowledge of the culture and social norms in the DRC.
- Ability to work in a multicultural environment and to collaborate with diverse teams.
- Ability to engage a French and English speaking target audience.

Deadlines and deliverables:

- Duration of the mission: 4 months

Submission of bids and tender

All interested organisations are invited to submit a technical and financial offer presenting the profile of their organisation, the proposed methodology, the CV of the proposed team, as well as a comprehensive timetable and action plan responding to the expressed need.

The total budget including taxes should not exceed USD 24,000.

All offers must be sent:

- By e-mail to the following address: coordination@midefehops.org
- By physical mail to the following address Ville de Goma, Commune de Goma, Quartier Himbi, Avenue ALINDI, N° 123

No later than 31 May 2023 at 5 p.m. to be considered.

Goma, on 2 May 2023

For the asbl MIDEFEHOPS

Me KALIMIRA Isidore

National Coordinator