VACANCY NUMBER:

TERMS OF REFERENCE (TOR)

Duty Station: Lusaka, Zambia
Position: Consultancy (Local consultant)
Duration: 2 Months
Start Date: 20th June 2019

1.0 Background: The International Organization for Migration (IOM) in Zambia is implementing a project entitled Enhancing National Capacity to Prevent and Respond to Human Trafficking in Zambia. The overall goal of this project is to contribute to a strengthened national response to Trafficking in Persons (TIP) in Zambia, with a focus on prevention of TIP and protection of Victims of Trafficking (VoTs).

As part of implementation of the Justice for Trafficking in Persons (JTIP) project, IOM seeks to engage a consultant to develop materials for Public Information Campaigns on Trafficking in Persons in Zambia, with a focus on prevention and reporting of TIP, and protection of Victims of Trafficking (VOTs), in line with the 'KNOW BEFORE YOU GO CAMPAIGN'.

The main purpose of the development of these materials is to contribute to raising awareness on the phenomenon of Trafficking in Persons (TIP) throughout Zambia and also to focus on raising awareness among the general public on TIP and safe migration, with emphasis on ensuring that the general public are equipped with information on trafficking prevention including methods/means used for recruitment of victims and related consequences both economic and social.

The objective of this consultancy is to fulfill the following:

1. Raising Awareness: On the phenomena of TIP in Zambia
2. Educating the general public: on the risks and dangers associated with human trafficking including methods/means used for recruitment of victims to ensure that the general public is aware. And also to provide information on safe migration, distinction of mixed migration categories as well as protection services available within the district.
3. Encouraging reporting of TIPs: Including outlining ways of reporting such cases.
2.0 General Functions:

Under the overall supervision of the Chief of Mission, IOM Zambia and the direct supervision of the Programme Manager (Migrant Health, Protection and Assistance), the Consultant will perform the following tasks:

Presentation of preliminary concept ideas for the campaign.

1. Development of Messages

- Development of Messages to be used for bulk short messages (sms) on human trafficking in line with the KNOW BEFORE YOU GO campaign.

2. Video spots

- The consultant will be tasked to come up with cost effective video spots, which will include development of two 60 seconds video. The videos will be translated in three local languages, Bemba, Nyanja and Lozi and will be aired on the local TV stations before and during prime time, to sensitize the viewers and create awareness on TIP.

3. Television Programs

- The consultant will be tasked to develop two TV scripts for discussions/programs, this will allow for the public to participate in meaningful informative discussions on TIP. Additionally, the scripts will be used by IOM and other relevant government departments as discussion/panel guides.

4. Radio

- The consultant will also be tasked to develop 10 radio scripts that will be used for discussions on radio programs. The consultant will be tasked to come up with innovative ways in which radio programmes can be utilized as a vehicle to drive the concept idea and create awareness amongst the public on TIP.

- The consultant will also be tasked to come up with a Public Relations Strategy and Media Plan.

- The consultant is also tasked with negotiating the best package and most cost-effective package to ensure maximum reach with the radio stations.

5. IEC Materials
• The consultant will be tasked develop messaging and design for brochures and posters using creative information and infographics to educate the general public on the types of TIP, how it happens, how to prevent it and where to report trafficking cases.

3.0 Deliverables:
(i) Development of Messages 21st to 26th June 2019
(ii) Development of 60 seconds video spots 3rd to 7th July 2019.
(iii) Development of scripts for radio and TV programs that will be used for discussion. 17th to 22nd July 2019.
(iv) Review and update of brochures and posters 24th to 28th July 2019
(v) Submission of draft documents to IOM by 5th August 2019
(vi) Review and validation meeting 12th August 2019.
(vii) Finalization of documents and submission to IOM by 19th August 2019.

4.0 Minimum Qualifications and Experience:
• Advanced university degree in Media and Communications, Communications Technology or a related field from an accredited academic institution with five years of relevant professional experience;
• Excellent writing and communication skills and the ability to maintain effective working relationships with government authorities, national and international organizations, and other project partners;
• Ability to research, interpret information, identify and analyse problems and propose solutions;
• Track record in designing information campaigns, media communication products.
• PR/Communication/Advertising an asset.

5.0 Questions and Clarifications
All requests for clarifications and questions should be sent in writing to iomlusaka@iom.int indicating the vacancy number in the subject line and submission of presentation of preliminary concept ideas.

6.0 Submissions and Closing Date
All bidding consultants should submit a cover letter and CV to iomlusakarecruitment@iom.int indicating the vacancy number in the subject line. Closing Date for applications is 24th May 2019 at 17:00 Local Time.
Only shortlisted candidates will be contacted