**Terms of Reference (TOR)**

**Development of Media Toolkit**

1. **Overview**

Heifer Project International Nepal (HPIN) is an international non-governmental organization dedicated to work with communities to end hunger and poverty and to care for the Earth.

HPIN’s history in Nepal can be traced back to 1957, when Heifer sent shipments of cattle, pigs, sheep, and parent stock of poultry at the government’s request to introduce high-yielding livestock into the native animal population. Baruwa Goat Raising Project in 1993 in Gita Nagar, Chitwan was the first Heifer project in Nepal that benefited a group of 25 women. Since then, Heifer has worked in more than 43 districts in collaboration with more than 100 local NGOs along with government agencies, bank, and financial institutions (BFIs), civil society, private sector, and academia improving the lives of hundreds of thousands of families. Heifer Nepal conducts this mission by providing livestock and resource placement to families as well as providing technical assistance and capacity building trainings to the families.

By the year 2023, Heifer envisions to bring 500,000 families from a state of poverty and vulnerability to sustainability and resilience by improving their income, livelihood and food and nutrition security through their engagement in competitive, sustainable, and inclusive goat and dairy value chain enterprises.

1. **Background**

A media toolkit is the 'how to' guide to create relevant posts and promote a cause via different platforms adhering to the brand guidelines and vision of Heifer Project International Nepal. With the purpose of providing an overview of different tools and platforms available for marketing and promotion of Heifer related programs, activities, and campaigns, the toolkit will cover a wide range of media tools and platforms, which will include print, online (digital), and broadcast media. The toolkit will include information on how to use each tool, along with examples, tips and best practices for managing contents in an effective and efficient way.

1. **Tasks and Output**

* Banking Operation Systems
* Loan Tracking systems
* Structure to connect consumers to the bank continuously
* Digital Platform

The consultant will gather information, feedbacks, and inputs in coordination with Knowledge Management and Communication (KM&C) Unit of Heifer Project International Nepal during preparation and finalization of the Media Toolkit. The consultant will undertake the following roles and responsibilities:

* S/he shall develop a media toolkit which will serve as a guideline to create posts/ content for Heifer Project International Nepal for print, online (digital) and broadcast media.
* S/he shall assess existing materials to identify the gaps, strength, and opportunities for better message/ content delivery.
* S/he shall create plans that define the strategic goals, prioritizing the target audience and layout strategies.
* S/he shall identify content strategy explaining how the content reinforces overall communication goals.
* S/he shall create media plans including goals, target audience, channels, timeline, creative (visuals and copy) and metrics.
* S/he shall develop a comprehensive strategy for creative campaigns and advocacy to fulfil the purpose.
* S/he shall develop the toolkit adhering the brand guidelines of Heifer International.
* S/he shall include information on the emerging trends on print, online and broadcast media.
* S/he shall include the conceptual clarity on the role of media to promote Heifer projects on a mass scale.
* S/he shall complete the work within the given time and submit it to KM&C Unit of Heifer Project International Nepal for review.
* S/he shall conduct consultation with relevant stakeholders including expert media persons, journalists, and Heifer staff.
* S/he shall submit the final product after incorporating all the comments/suggestions received during the consultation and review from KM&C Unit of Heifer Project International Nepal.
* S/he shall also conduct a half-day orientation to KM&C Unit on the Media Toolkit and its use.

1. **Timeline:**

The assignment is expected to be completed within 45 days of signing the agreement. The Consultant will work with the KM&C Unit. During the assignment, the consultant will provide constant briefings on progress of the work to the KM&C Unit at Heifer Project International Nepal for feedbacks and adjustment and finalizing the Toolkit.

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| **S.N.** | **Deliverables** | **Expected Timeline** |
| **1.** | An inception report detailing the literature review, methodology and work plan for completion of the assignment | Within 10 days  after signing the contract |
| **2.** | First draft of Media Toolkit | Within 30 days after signing the contract |
| **3.** | Revised final Media Toolkit | Within 45 days after signing the contract |

1. **Qualification/ Experiences:**

* Master’s degree in Media Communications, Media Studies, Development studies, or any other relevant subjects.
* At least 10 years of working experience in journalism, media, advertising and/or similar field.
* Previous experience in developing Media Toolkit

1. **Required Documents for Submitting the Proposal:**

Please submit the proposal to [procurement-np@heifer.org](mailto:procurement-np@heifer.org) with the title **“Proposal for** **Developing Media Toolkit**” along with the following documents.

**For Organization** (Application letter, financial and technical proposal, Company/Firm Registration Certificate, VAT Registration Certificate, Tax Clearance Certificate FY 078/79, CV of experts and company profile)

**For Individual** (Application letter, financial and technical proposal, CV and PAN/VAT certificate)

HPIN reserves the right to accept or reject any proposal and to annul the selection process and reject all Proposals at any time prior to contract award, without thereby incurring any liability to affected individuals.