Scope of Work
Consultancy Services of Communication Specialist
for the Development of Project “Communication Strategy and Plan”

1. PURPOSE

The purpose of this technical assistance is to provide short-term technical expertise to the USAID’s Agribusiness Project (UAP) which is being implemented by USAID in collaboration with the Agribusiness Support Fund (ASF). The consultant will be responsible for assisting the project management in developing an effective communication strategy and a coherent plan of action to effectively use various publicity tools and improve project’s communication material and media releases.

In particular, the consultant will study and revise any existing communication documents drafted for the project and ensure conforming all material, print and media releases being identified appropriately as “American Aid” in accordance with the Foreign Assistance Act 1961, the recent Mission Order (MO) and guidelines given on USAID’s official website on branding and marking http://www.usaid.gov/pk.

The consultant will work with the USAID’s Agribusiness Project team in the following areas:

1. Develop a road map for an effective communication with special focus on stakeholders and general public.

2. Develop a five year communication strategy and plan with clear and feasible objectives in accordance with the nature of the project. Define the channels to be utilized during the process including electronic, print and other media along with an estimated budget. An evaluation study is to be planned and carried out during the mid of the project to analyze effectiveness of the communication strategy of project.

3. Develop a one year action plan for both branding and marking, which will be carried over and continued in the remaining years of the project. The desired result is effective positioning of the project followed by communication and publicity, engaging all media sources. Marking of project deliverables and public communications will describe the project as the USAID and ASF Agribusiness Project including press releases and training events.

4. Provide technical assistance in better focusing the target audience for selected commodities and products.

5. Design samples of user friendly brochures, pamphlets and flexi stands conforming to USAID requirements for branding and marking.

2. BACKGROUND

Agriculture continues to be one of the major sectors of the economy in Pakistan. Majority of the country’s population is, are either directly or indirectly dependant on this sector. Agriculture contributes 21 percent towards the Gross Domestic Product (GDP), accounts for about more than half of employed labor force and is a major source of foreign exchange earnings. However there is a continued reliance on major crops, high yields gap and the absence of a dynamic and diversified high-value agribusiness sub-sector. A diversified and competitive agribusiness sector can contribute to export led growth, food import substitution, enhanced food security, employment creation thereby contributing to poverty alleviation. The potential for agribusiness sector to expand is substantial especially in the horticulture and livestock sub-sectors notably in the area of value addition; processing and marketing. To realize these potentials, interventions are required across all functions of value chains to improve its competitiveness and to enhance capabilities of value chain operators to respond to domestic, regional and international market requirements.

The UAP, which will be implemented in collaboration with ASF and experienced domestic and international partners will contribute towards achievement of the broader development objective envisaged under USAID’s 2011-2015 Pakistan’s Agriculture Sector Strategy especially regarding Objective 1 i.e. ‘competiveness of horticulture and livestock-including dairy value chains increased’. The overall goal of the project is to “support
improved conditions for broad-based economic growth, create employment opportunities and contribute to poverty alleviation through increase in competitiveness of horticulture and livestock value chains in partnership with all stakeholders”.

Specific objectives of the project are to; (i) strengthen the capacity in horticulture and livestock value chains to increase sales to domestic and foreign markets; (ii) strengthen the capacity of smallholders and farmer enterprises to operate autonomously and effectively; and, (iii) increase agriculture efficiency and productivity through adoption of new farming techniques and technological innovation among targeted beneficiaries.

Activities of the project are organized into two components i.e. (i) Technical Assistance (TA) for Capacity Building and Program Support; and, (ii) Partnership Window for Cost-Sharing Grants.

Communication in the project: Over time there has been an increased need for U.S. foreign assistance activities to be more fully identified in the host country as being provided “from the American People. The Communication Plan will be based on the branding and marking strategy designed and enforced to make America’s efforts and assistance more visible and will determine how to incorporate the message, “This assistance is from the American people,” in communications and materials directed to beneficiaries, or provide an explanation if this message is not appropriate or possible. Various publicizing tools will be used including press releases, press conferences, success stories, beneficiary testimonials, professional photography and videos.

The key milestones or opportunities will be stated in the plan including launching of the program, publishing reports or studies, spotlighting trends, highlighting success stories, featuring beneficiaries as spokespeople, showcasing before-and-after photographs, marketing agricultural products and communicating program impact/overall results. USAID and the Agribusiness Support Fund (ASF), will be co-branding and co-marking for this particular project i.e. the program name will represent both USAID and ASF with identity (logos) of both partners visible and with equal size on all communication material and activities.

3. STATEMENT OF WORK

The consultant will work in conjunction with the project team and will undertake a strategic exercise to design and outline a communication strategy and plan which should include but is not restricted to;

1. Public Relations/Advocacy/Administrative Mobilization including partnership sessions, staff meetings, radio, television, newspapers, community meetings/discussion, etc)
2. Community Relationship building and information sharing (farmers, distributors, retailers, processors and service providers among the target value chains: Horticulture and Livestock)
3. Positioning and Promotion e.g. Radio, TV, newspapers, billboards, handbills, pamphlets, brochures, banners
4. Point-of-service promotion.

The consultant is expected to address and undertake the following key guidelines/suggested format summarized below while designing the communication strategy and plan of the project;

- Branding Strategy
  - Positioning
  - Program’s Communication and Publicity
  - Primary and Secondary Audience / Recipients
  - Program’s Main Message
  - Communication / Marketing Material
  - Promotion of the Project to Pakistan’s Citizens
  - The use of the USAID Identity
  - Coordination with USAID on Publicity and Project Promotion Issues
4. **SUGGESTED METHODOLOGY**

The process applied to the assignment shall be consultative and strategies and plans will be developed in conjunction with the project team within the M&E and communication unit. The consultant will also involve relevant project staff in all activities so that capacity is built within the project.

Suggested methodology which will be revised together with consultant is briefly described below:

- **Document Review:** The consultant will review the existing communication plan, Recent Mission Order (MO), technical proposal, first year's work plan, performance monitoring plan and any other relevant available data/reports and guidelines related to the tasks and compile a summary of it before or alongside consultations with key information sources including the DOC office. In addition to reviewing documents briefing and other materials will be provided by the project.

- **Infuse scope of project:** The scope of the project needs to be clearly understood before designing the communication strategy for successful implementation within the context of the project regions and its cultural/security situations.

- **Target Audience Analysis:** Analyze the primary audience (i.e. input suppliers, farmers, distributors, retailers, processors and service providers among the target value chains within horticulture and livestock sub-sectors) and secondary audience (associations, researchers, policy makers and public at large).

- **Selection of media sources:** Select and identify appropriate media sources to be engaged along with a time-frequency spread plan of each media throughout the life of the project. Develop a matrix of communication needs and appropriate media.

5. **DELIVERABLES**

- **Work/Action Plan:** The consultant will develop a work plan and a brief suggested methodology for the mission to be reviewed and approved by project management. This should be done no later than the end of first week of mobilization.

- **Progress Update:** The consultant will compile a brief progress update on a weekly basis using a report template provided by the project. Debriefing will be held by end of each week to review the progress.

- **Final Report:** The final reports should include, at a minimum, the following:

  1. Table of Contents;
  2. List of Acronyms;
  3. Executive Summary;
  4. Background Statement;
  5. Findings and Lessons Learned;
  6. Communication Strategies and Plan for Five Years along with estimated cost/budget (7) 1 Year Action Plan and estimated cost/budget (8) Samples of key communication messages and tools;
  9. Conclusions and Recommendations;
  10. Annexes as appropriate, including media matrix.

Both hard and soft copies of the reports prepared in MsWord will be provided along with relevant literature reviewed to the Project. All reports should be developed in as per the standard template to be provided by the project.
6. DURATION, TIMING AND SCHEDULE

It is anticipated that the period of performance of this assignment will be for about 25 days. A possible schedule of activities follows:

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<thead>
<tr>
<th>Task/Deliverable</th>
<th>LOE</th>
<th>Estimated Timing</th>
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<tbody>
<tr>
<td>Review Project Documents and USAID communication guidelines</td>
<td>02 days</td>
<td>16th-17th April 2012</td>
</tr>
<tr>
<td>Draft Project Communication Strategy and Plan</td>
<td>09 days</td>
<td>18th – 25th April 2012</td>
</tr>
<tr>
<td>Presentation and Finalization of Communication Strategy based on the Feedback</td>
<td>02 days</td>
<td>30th April-1st May 2012</td>
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<tr>
<td>Development of the Communication Action Plan and Sample Messages and Tools/E-Agribusiness Magazine</td>
<td>05 days</td>
<td>2nd – 8th May 2012</td>
</tr>
<tr>
<td>Finalization of all communication plans and templates</td>
<td>02 days</td>
<td>12th -13th May 2012</td>
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<tr>
<td>Total</td>
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<td>20 days</td>
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7. COMPOSITION OF TEAM:

The consultant will be assisted by project staff in various activities. No additional external resources will be available to undertake the tasks.

8. RELATIONSHIPS AND RESPONSIBILITIES

The consultant will work under the overall direction of the Director Monitoring, Evaluation and Communication.

9. REQUIRED QUALIFICATIONS

Education:

The consultant should have a master degree in communication studies, graphic designing, marketing or any other related field.

Experience:

The consultant should have at 8-10 years of demonstrated experience working in developing countries and in designing effective communication strategies in relevance to the nature of the project.

Language:

Excellent English writing and speaking ability is required. The candidate should have a demonstrated capacity to communicate orally and in writing in a clear, concise, and well-organized manner.

Knowledge, Skills and Abilities:

Knowledge of communication skills and tailoring communication methodologies in lieu with project specifications is necessary as well as working knowledge with USAID funded projects. Skills in the use of MsOffice, are also essential.
10. **SELECTION/EVALUATION CRITERIA**

Candidature will be evaluated and scored utilizing the criteria below. The total possible is 100 points with a ratio between technical and financial proposal being 80:20.

**Education: 20%**

The extent to which the applicant meets or exceeds the required level of education as described above.

**Experience: 35%**

The extent to which the applicant's relevant experience and technical expertise meets or exceeds the requisite levels of professional experience set forth above.

**Language: 10%**

The extent to which the applicant meets or exceeds the required language ability as explained above.

**Knowledge, Skills and Abilities: 35%**

The extent to which the applicant's relevant experience meets or exceeds the requisite levels of acquired knowledge, skills and abilities as set forth above. Applicants seeking the required qualifications for the position will be evaluated based on information presented in the application and reference checks. The USAID’s Agribusiness Project reserves the right to conduct online interviews with the most highly ranked applicants.

**Application procedure:**

Potential candidates should send latest by **15th April 2012** their brief CVs (not more than 3 pages), EoI (one pager), three references and expected professional fee rate per day electronically to info@agribusiness.org.pk by mentioning “Communication Specialist-ME&C001-0412” in the subject. Please note that services will be required immediately after selection. Women candidates are encouraged to apply.