

TERMS OF REFERENCE (ToR)
for
Selection of Consulting Firm for Communication and Branding Service
for PPP Authority

(A) Background

Under Public Private Partnership Authority Act, 2015 ("PPP ACT"), the PPP Authority was established in September 2015 as a separate, autonomous Authority under the Prime Minister's Office ("PMO") to act as a catalyst to proactively identify, realize, screen, develop and support for PPP Projects.

The PPP Authority supports line ministries and Implementing Agencies to facilitate identification, development and procurement of PPP Projects in an international standard. For interested investors and lenders, the PPP Authority provides a professional, transparent and centralized portal to high quality PPP Projects. The PPP Authority helps to augment government sector line ministries' project development efforts with world-class external PPP resources, with the goal of increasing the quality, attractiveness, and sustainability of PPP projects while realizing them in an efficient and cost-effective manner.

(B) Purpose of the Service

The key objectives to employ the services of a communication and branding advisory firm are:

- To raise awareness of the activities, functions of PPP Authorities and provide support and action plan for achievements of PPP projects;
- Provide a high level of visibility to the PPP projects through branding, tools and a comprehensive campaign;
- To manage all public relations and communications pertaining to the PPP Authority;
- Maintain communication with Govt. Training Institutes and Universities for building awareness about PPP activities and in Bangladesh
- To undertake the responsibility for planning, designing, circulating and managing promotional items such as informational and promotional video, brochure and multimedia presentations, outreach toolkit, print advertisements, outdoor banner, audio-visuals etc.

(C) Areas included in the Scope of Services

The scope of work for the selected Firm includes the following, but not limited to:

• **Media Relations and monitoring:**

The Firm will liaise with all mass media including newspaper and magazines, social media, websites, TV stations and radio stations for all mentions and coverage of the investment promotion activities for PPP project and other programs by PPP Authority. The firm is expected to prepare, draft, manage and circulate news on PPP Authority's events in the local, international dailies, magazines and other platforms. The firm will also monitor all advertising campaigns to ensure that the procured services are run as per the media schedule and provide feedback to inform ongoing public relations activities and future programs.

• **Brand and Reputation Management:**

The firm will help to review the PPP Authority's positioning; develop and implement an overarching as well as a programmatic brand strategy. The agreed brand strategy will be clearly documented for reference. The firm will work at positioning the PPP Authority to ensure it maintains a positive image. To undertake the responsibility for planning, designing and distributing Annual Report, newsletter, invitation cards, greeting cards, envelopes, letter pad, office ID cards, visiting cards, etc.

• **Content Creation**

Proactively create editorial content (stories, photos, advocacy images, contests, campaigns, audio, video, infographics, etc.) in cooperation with PPP Authority program officers and adapt for media pitching, web and social media, posting daily to respective channels.

• **Social Media Management**

Continuously update and implement Authority's digital engagement strategy. Maintain a web and social media calendar and content plans of content themes and all upcoming coverage schedules according to the calendar. Prepare social media packs for flagship events, initiatives, campaigns.



- **Event Management**

Assist PPP Authority in developing appropriately branded public information documentations and events, organize and coordinate public event relating to PPP Program, such as MoU Signing, Capacity Building, Contract Signing, etc. Follow up with media to ensure coverage of public events.

- **Website Content Management**

Assist PPP Authority to develop and maintain Content Management System (CMS) for the existing Website of PPP Authority and re-design according to requirement specified by the PPP Authority. Manage Office website on a daily basis and works to continuously improve the design of the website; ensure key deadlines are met for the dissemination of time-sensitive content and shift to the new website in line with the requirements.

(D) Detailed definition of Services

- **Implementation of the PPP Authority's Strategy through**

- (a) Comprehensive action plan including a clearly defined strategy for increasing the visibility of the Authority/Ministry
- (b) A comprehensive Public Relations Plan
- (c) Output monitoring report
- (d) A social media strategy for the PPP Authority

- **Brand and Reputation Management Support through**

- (a) Brand Audit Report
- (b) Reputation Analysis Report
- (c) Communication Plan
- (d) Corporate Identity System
- (e) Brand ID standard manual to guide the use and application of the brand

- **Media Monitoring through**

- (a) Monthly report showing newspapers and magazine clippings and links to video and audio devolution matters
- (b) A monthly report, analyzing PPP Authority perceptions and coverage
- (c) Post event/campaign report

- **Reporting and Communication Support through**

- (a) Comprehensive communication report on a quarterly basis
- (b) Performance monitoring reports for PR and digital campaigns, as required
- (c) Facilitate notify PPP Authority of any issues or concerns related to any work performed under the Contract, as they arise.

(E) Service Period

Service is required to be provided for a period of continuous 12 months from the signing of the Contract, which may be mutually extended or cancelled the total contract or individual consultant subject to the relevant government regulations on the basis of satisfactory performance of the consulting firm to the PPP Authority. The Team leader have to work for 8 days/month. The other key and non-key workforce will have to be dedicated for the PPP authority and physically present at PPP office regularly, if selected.

(F) Requirements for Service Provider's Staff and Labor

(a) Team Leader

- Master's degree in communication, mass media or relevant subject from reputed University;
- Overall 10 years of working experience in investment promotion, public awareness creation, event management, branding and mass media activities in Govt. office or relevant organizations;
- Minimum 7 years' experience in content creating, social media research, media campaigns and prepare network strategy in Govt. office or relevant institutions;
- Experience in leading branding, communication campaigns and project launching in govt or PPP projects will be distinct advantage;
- Demonstrated experience in building constructive relationships between Govt. agencies, civil society and other stakeholders;
- Strong team player with the ability to work in a high-pressure environment;
- Should have strong knowledge in public policy, technical and financial management;
- Should have excellent data compilation and good quality reporting skills;

(b) Deputy Team Leader

- Bachelor in Communication & Media/English Literature/Economics from any govt. or govt. affiliated reputed university/institutions.
- Minimum 6 years working experience as a team leader/deputy team leader of event management/marketing/ branding/media campaigns and Policy Event in Govt. office or relevant institutions;
- Should have strong knowledge in public policy, technical and financial management;
- Demonstrated experience in building constructive relationships between Govt. agencies, civil society and other stakeholders;
- Experience in leading branding, communication campaigns and project launching in govt or PPP projects will be distinct advantage;

(c) Project information management Associate

- Bachelor in Computer Science/Business Studies/Economics or any relevant discipline from any govt. or govt. affiliated reputed university/institutions;
- Overall 10 years of working experience in project management or data management in govt. office or relevant enterprise;
- At least 8 years working experience in project management, project screening, monitoring and reporting of Govt. or relevant enterprise;
- Ability to contribute to the development and inputs of detailing the Management Information System (MIS) to track and monitor progress of projects;
- Experience in govt office or PPP projects will be distinct advantage;
- Should have excellent data compilation and good quality reporting skills;
- Good understanding in government note writing and relevant works is required;
- Must have very good typing speed, both in Bangla and English.

(d) Communication and finance Assistant

- Bachelor in Mass Communication/Business Studies or any relevant discipline from any govt. or govt. affiliated reputed university/institutions;
- Overall 10 years of working experience in financial institutions, project management or commercial discipline in a relevant enterprise;
- At least 5 years of experience in communication and financial management in government office or relevant financial institutions;
- Good interpersonal skill and ability to communicate effectively with government and private sector officials;
- Good understanding of commercial lending terms and banking market, long term financing and project funding;
- Experience in financial management in govt or PPP projects will be distinct advantage;
- Required good understanding in Government note Writing and relevant works;
- Must have very good typing speed, both in Bangla and English.

(e) Investment Promotion and project management Associate

- Bachelor in Business Studies / English / Mass Communication/Journalism from any reputed university;
- Overall 5 years of working experience in investment promotion, branding and event management in any govt office or relevant institutions;
- At least 3 years of experience in developing, organizing and supporting the investment promotion activities in Govt. office or relevant institutions;
- Ability to support the planning, organizing, and carrying out road shows and investor promotion activities through providing logistic support;
- Experience in managing communication with stakeholders, specifically focused on G2G/PPP projects will be distinct advantage;
- Training and capacity building relevant experience is preferred;
- Must have very good typing speed, both in Bangla and English.

(f) Assistant coordinator

- Bachelor in English/ Business Studies or any relevant discipline from any reputed University.
- Overall 5 years of working experience in office management or project management;
- Minimum of 3 years' work experience in file management or administrative duties in Govt. office or relevant institutions;
- Must be skilled in communication and event management;
- Experience in communication associate for the administrative department in a government office or PPP projects will be preferred;

- Good understanding in government note writing, Billing, TOR Preparing and relevant works is required;
- Must have very good typing speed, both in Bangla and English.

(g) Junior Web Specialist

- Bachelor in Computer Science/ Software Engineering /Fine Arts or relevant discipline from any govt. or govt. affiliated reputed university/institutions;
- Overall 4 years of working experience in web design, graphic design, social media networking in Govt. or relevant institutions;
- Minimum 2/3 years working experience in creating and maintaining software solutions, using different Content Management Systems (CMS) in Govt. or relevant institutions;
- Demonstrate the ability to create innovative and visually appealing design and familiar with different programming language;
- Experience in software management or web design for the government office or PPP projects will be preferred;
- Have a broad knowledge of current web development technologies and installing and maintaining networks;
- Must have very good typing speed, both in Bangla and English.

(h) Junior Communication Assistant (Social Media)

- Diploma in Computer Science and Technology or any relevant discipline from any govt. or govt. affiliated reputed institutions;
- Minimum 3 years working experience as junior communication assistant in a government office or projects;
- Good interpersonal skill and ability to communicate effectively with government and private sector officials;
- Experience in communication or event management in govt or PPP projects will be distinct advantage
- Good understanding in government note writing, Billing, TOR Preparing and relevant works is required;
- Must have very good typing speed, both in Bangla and English.

(i) Assistant Logistic and Support: Two (2)

- Higher Secondary Certificate (H.S.C) from any govt. or govt. affiliated institutions;
- Minimum 2 years working experience as Assistant Logistic and Support staff in a government office or projects;
- Must have knowledge about administrative duties and responsibilities;
- Should have knowledge of inventory management of a govt office or relevant organizations.

Contract Type & Payment Mechanism

The contract shall be administering on the principle of fixed price.

The payment of the key staff and no- key staffs will be paid on monthly. The Team leader have to work for 8 days/month. The other staff (key and non-key) will be paid on the basis of calendar month.

The payment of the reimbursable item shall be paid on the basis of supporting voucher. In such case, the consulting firm have to take prior approval of the Procuring entity before use of such item. Each of the item shall be paid after completion of the event/supply of goods.