

Section II: Schedule of Requirements

eSourcing reference: RFP/2017/1419

I. Background

UNOPS office in Geneva is providing services for the Secretariat of the RBM Partnership to End Malaria including fund management and operational support services. UNOPS is now looking for a suitably qualified and experienced company referred herein as 'Agency', to provide communication and public relations services hereinafter referred to as 'Services').

II. Introduction of RBM Partnership to End Malaria

The RBM Partnership to End Malaria is a global platform for coordinated action against malaria. It mobilizes for action and resources and forges consensus among partners. The RBM Partnership comprises more than 500 partners, including malaria endemic countries, their bilateral and multilateral development partners, the private sector, nongovernmental and community-based organizations, foundations, and research and academic institutions.

The RBM Partnership's strength lies in its ability to form and effectively coordinate partner action, both globally and nationally. Partners work together to scale up malaria-control efforts at country level, harmonizing their activities to avoid duplication and fragmentation, and to ensure optimal use of resources.

The past fifteen years have seen tremendous gains in reducing the burden of disease and progressing towards malaria elimination. Since 2000, the world has made historic progress against malaria, saving nearly 7 million lives, primarily among children less than five years of age.

First established as the Roll Back Malaria (RBM) Partnership in 1998, the RBM Partnership has been central to the global fight against malaria. It has been essential to mobilizing unprecedented resources and scaling up innovative interventions to put the world on to a path of eliminating malaria.

III. Objective

The RBM Partnership's communications objective is to implement a coordinated global communications strategy for malaria that engages and reaches partners, decision-makers and influencers to help drive political will and mobilize resources that will accelerate global, regional and national efforts to end malaria.

The RBM Partnership is seeking agency support to:

- Flesh out and implement a comprehensive 2018 communications plan that will drive the overarching RBM Partnership's 2018-2020 Strategic Plan goals and reinforce efforts of country/regional support and advocacy/resource mobilization Partner Committees
- Elevate malaria on the global agenda and build momentum amongst leaders and influencers to end it for good.
- Sustain momentum and support funding mobilization for regional and national elimination efforts.
- Develop effective and consistent messaging that supports all levels of communication from global influencers, regional and national decision-makers to malaria-affected communities.
- Engage RBM Partnership partners in actively supporting the RBM Partnership brand and activities.

The communications approaches used by the RBM Partnership are as follow:

- **Raise** awareness and build confidence in the new RBM brand
- **Align** RBM partners around consistent messages

- **Create** and share compelling content
- **Activate** voices of malaria champions
- **Amplify** key moments and milestones
- **Engage** top-tier media

IV. Expected Outputs

The Agency will be responsible for satisfactory results of the following activities:

Strategic communications and partner engagement:

- Flesh out and implement a comprehensive 2018 communications plan that will drive the overarching RBM Partnership's 2018-2020 Strategic Plan goals and reinforce efforts of country/regional support and advocacy/resource mobilization Partner Committees
- Provide, and possibly execute, recommendations for improving the RBM communications function
- Engage RBM Partnership partners and stakeholders in promoting and amplifying the Partnership's brand and activities
- Facilitate and strengthen media relations

Content development:

- Develop and implement a campaign and content celebrating the RBM Partnership's 20th anniversary
- Create content for key global events taking place throughout 2018 such as:
 - RBM-led events such as World Malaria Day (April 25)
 - External events with RBM participation, such as the Multilateral Initiative on Malaria Pan African Conference (Dakar, April), the Commonwealth Summit (London, April), World Health Assembly (Geneva, May) and 1st Malaria World Congress (Melbourne, July)
 - Other events (2-3 maximum) TBD
- Recommend and develop additional content as needed, e.g. reports, videos, blogs, op-eds, etc.

Online communications:

- Develop a new approach for and update content on the RBM Partnership website
- Develop format and content for a monthly newsletter
- Provide general communications support as may be required

The work process will be managed by the RBM Partnership Strategic Communication Partner Committee (SCPC) co-chairs and RBM Partnership Communications Manager, with approval of deliverables to come from the RBM CEO. The scope of the contract shall be conducted remotely with contact with relevant stakeholders via electronic communications means. The Agency shall also include in the proposal and bear costs for expected travel to two 3-day meetings/events per year, one in Europe and one in Africa.

The successful Agency is required to effectively collaborate with key stakeholders in the analysis and development process to collect information, photo and video footages for the development of promotional materials, case studies and other activities.

Time frame

The expected timeframe for the work is beginning as soon as possible, aiming at 11 December 2017, and completing by 31 December 2018. The Phase I, consisting of the draft and submission of inception report referred to below under payment schedule and reporting requirements as point (a), shall be finalized by 31 December 2017 and thereafter regular operations will follow until 31 December 2018.

Payment Schedule and Reporting Requirements

- a. 10% will be paid upon submission and acceptance of Inception Report (to be prepared within 14 days after the commencement of the consultancy services outlining the work/activities to be undertaken including implementation plan and timelines).
- b. *Fixed Monthly payments* on submission and acceptance of Monthly Progress Reports, describing accomplishments and impact of the activities outlined in the agreed implementation plan, and design layouts and other materials already completed must be attached as final products to this report.

- c. *Last Monthly Payment* will be provided upon submission and acceptance of Final Report on Consultancy outlining and indicating the methodology used, activities undertaken, success, challenges, results, lessons identified and recommendation on how to address those lessons.

V. Minimum requirements for key personnel

a. Team leader / Project Manager

- **Minimum 10 years of relevant experience including** proven track record in managing teams and leading communications/PR campaigns and projects in either an agency or in-house for a leading international entity;
- Advanced university degree in marketing, communications, international relations, development studies or another relevant field (2 years of relevant experience will be considered in lieu of an advanced university degree);
- Excellent written and spoken English, with capabilities in other languages seen as an asset, notably French, Spanish and Chinese;
- Track record in working with global media, web based communication tools and social media;
- Creative thinking with respect to developing new and compelling content;
- International experience and demonstrated ability to work in different cultural settings; and
- Experience in the global health and/or development fields.

b. Senior Expert

- **Minimum 7 years of relevant experience including** proven track record in successfully delivering communications/PR campaigns and projects in either an agency or in-house for a leading international entity;
- Advanced university degree in marketing, communications, international relations, development studies or another relevant field (2 additional years of relevant experience with a bachelor's degree will be considered in lieu of an advanced university degree);
- Excellent written and spoken English, with capabilities in other languages seen as an asset, notably French, Spanish and Chinese;
- Track record in working with global media, web based communication tools and social media
- Creative thinking with respect to developing new and compelling content
- International experience and demonstrated ability to work in different cultural settings; and
- Experience in the global health and/or development fields would be an asset.

c. Junior Associate

- **Minimum 2 years of relevant experience including** working in communications/PR in either an agency or in-house;
- University degree in a relevant field;
- Excellent written and spoken English, with capabilities in other languages seen as an asset, notably French, Spanish and Chinese;
- Experience in working with global media, web based communication tools and social media;
- International exposure and cultural sensitivity; and
- Experience in the global health or development fields would be an asset.