



The Palestinian Working Woman Society for Development Terms of Reference (ToR) Individual consultant/specialist to provide media services

Background

Enhancing the Protection and Re-integration of Furthest Left Behind Groups of Women and Girls Victims and Survivors of Violence in Palestine-SHAML aims to eliminate any discrimination towards the furthest left behind group: girls' victims of violence, girls in conflict with the law, women and girls' user of drugs and elderly women with disability, and make impactful changes and ensure that the targeted groups' rights related to prevention, protection and reintegration are fulfilled. Lastly, the project aims at addressing main issues related, not only to the protection system, but also to the communities' discriminatory attitudes and perceptions towards the identified groups.

Purpose and Scope of Assignment

Through UNWOMEN funded project SHAML, PWWSD needs an individual consultant/specialist to provide media services that including; design invitations, ensure visibility and media coverage, write press releases, and photographs documentations. The awarded consultant/specialist will have all details after a meeting with the PWWSD project's staff.

The main objectives

Provide media services in the West Bank and Gaza, that includes:

- Design 10-14 invitations for sessions, symposiums and live seminars.
- Ensure visibility and media coverage for 10-14 sessions, symposiums and live seminars.
- Write 5-8 press releases covering sessions, symposiums and live seminars, and share them with local media outlets.
- Provide high quality photos for the sessions.

Expected outputs

The service would have the following outputs:

1. 10-14 invitations for sessions, symposiums and live seminars.
2. Visibility and media coverage for 10-14 sessions, symposiums and live seminars.
3. 5-8 press releases covering sessions, symposiums and live seminars.
4. High quality photos for the sessions.
5. Simple report of all accomplished activities by the end of the project.

Tasks and Responsibilities

The consultant/specialist will undertake the following tasks:

- Conduct consultative sessions with PWWSD to discuss the work plan of all activities.
- Suggest approaches and detailed plan.
- Attend all the mentioned activities and ensure the media coverage and all mentioned outputs listed above.
- Share any product with PWWSD before publishing.
- Share press releases with local media outlets, and send PWWSD links of coverage.
- Provide simple report of all accomplished activities by the end of the project.

Eligibility: consultant/specialist profile

The bidding consultant/specialist should possess the following:

1. Professional capacity, skills, knowledge, expertise, and equipment to carry out the assignment.
2. Relevant experience in similar projects and/or in the sector.
3. Established networks relevant to the assignment.
4. Ability to adhere to deadlines.
5. Ability to fit his/her schedule with the workplan of PWWSD mentioned activities.

Copyright and Intellectual Property Rights

The consultant/specialist expressly assigns to PWWSD any copyright of product he/she produce during the implementation of the assignment. The consultant/specialist may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate any of the materials developed under this service, including the audio-visual materials. The consultant/specialist commits to provide PWWSD with all the raw materials upon completion of the tasks, and receiving written approval of the products by PWWSD.

Submission details

Interested consultant/specialist should **deliver by hands**, his/her CV and financial offer for the above-mentioned service.

The financial proposal should include:

1. A separate financial proposal setting out a budget for the assignment (please provide prices in ILS).
2. The proposed budget in ILS should be inclusive of all costs, including professional, travel, accommodation, living expenses, and VAT, among others.
3. The media service will cover project areas in the West Bank and Gaza.
4. Taxes (5%) will be deducted from the invoice.

PWWSD is not obligated to select the lowest cost. PWWSD will evaluate the offers based on competitiveness, quality, experience, and eligibility based on the above, as well as evaluation of the reasonability of the price offered. Applications not including all of the above information will not be reviewed. Only short-listed candidates will be contacted for interviews.

Deadline to deliver offers: January 13-2022.

Evaluation Criteria

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Technical Proposal 60%	Previous experience	40%
	Flexible work plan and timeframe	20%
Financial Proposal 40%	Financial offer and budget breakdown	40%