



The Palestinian Working Woman Society for Development Terms of Reference (ToR) Campaign Technical Expert

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 technical expert to provide media campaign services that including; coordinate and follow up the implementations of TV shows, Radio episodes, short video production, and other technical services such as design messages to be posted on social media and follow up boosting all of these materials. The awarded expert will have all details after a meeting with the PWWSD project's staff.

The main objectives

Provide technical coordination and follow up for the campaign activities that will be implemented in the West Bank and Gaza, that includes:

- Coordinate and follow up implementation and broadcasting 5 radio episodes; including reviewing scripts and whole process.
- Coordinate and follow up implementation and broadcasting 1 TV show; including reviewing scripts and whole process.
- Follow up posting and share the radio and TV show on all PWWSD social media platforms and other networks.
- Coordinate and follow up implementation and production of short awareness video; including reviewing scripts and whole process.
- Design 10-15 awareness messages on women left behind right and post/boost these messages at all PWWSD social media platforms.
- Document all the campaign activity and provide media report on all what be accomplished.

Expected outputs

The service would have the following outputs:

1. Follow up implementation and broadcasting 5 radio episodes.
2. Follow up implementation and broadcasting 1 TV show.
3. Posting and share the radio and TV show on all PWWSD social media platforms and other networks.
4. Follow up implementation and production of short awareness video.
5. 10-15 awareness messages on women left behind right and post/boost these messages.
6. Media report on all what be accomplished.

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.
- Coordinate and follow up the whole activities of the campaign.
- Share any product with PWWSD before publishing.
- Provide simple media 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: November 2-2021.

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%