

## **TERMS OF REFERENCE**

### **Hiring of a Firm for National Digital Communications, Visibility, and Strategic Amplification Support for the Integrated Flood Resilience and Adaptation Project (IFRAP)**

#### **1. Background and Context**

The Integrated Flood Resilience and Adaptation Project (IFRAP) is a World Bank-financed initiative implemented in Balochistan under the Ministry of Planning, Development and Special Initiatives (MoPD&SI) through the Federal Project Management Unit (FPMU), in coordination with the Government of Balochistan. IFRAP supports flood recovery and longer-term resilience through infrastructure, hydromet services, resilient housing reconstruction, and institutional strengthening.

IFRAP is generating implementation results, but these results need to be translated into coherent, safeguards-sensitive, nationally visible communication products for federal stakeholders, development partners, media, and the public. The component-level outreach arrangements, including HRU-related communications, will continue to exist; however, they do not substitute for a federal and national communications function that consolidates verified evidence, standardizes messaging, packages results, and supports approved digital dissemination and stakeholder amplification.

#### **2. Purpose of the Assignment**

The purpose of this assignment is to engage a firm that can provide the full integrated package of national communication services required for IFRAP, including strategy, planning, content production, media support, digital optimization, paid amplification, audience growth, engagement management, WhatsApp channel management, and analytics and reporting, with clearly measurable outputs and a defined total cost for the full implementation period through December 2028.

#### **3. Objectives**

The objective of this assignment is to help IFRAP communicate verified project progress, results, and beneficiary impact in a clear, timely, and safeguards-sensitive manner. The firm will support FPMU in producing and disseminating credible communication products for national audiences, development partners, media, and the public. The assignment will also strengthen IFRAP's digital visibility, media outreach, stakeholder engagement, and performance reporting through one integrated communications support package.

#### **4. Scope of Services**

The firm shall provide strategic communications planning, content production, media and digital engagement, paid amplification, stakeholder outreach, moderation, WhatsApp channel management, archiving, and analytics/reporting support for IFRAP through December 2028. All services shall be delivered in coordination with FPMU, aligned with approved messaging, safeguards requirements, consent protocols, branding standards, and the quantities shown below.

| No. | Services  | Frequency                                    | Quarterly Frequency  | Estimated Quantity (Project Life)   |
|-----|---|--|--|---|
| 1   | Communication Strategy Review, Operationalization, Editorial Planning and Quarterly Updates | Initial review followed by quarterly updates | About 1 strategy update per quarter, plus 3 monthly calendars per quarter. | Review and operationalization of the annexed Communication Strategy, quarterly strategy updates, and monthly editorial calendars. |
| 2   | Short-Form Video Production (Edited, platform-ready outputs)                                | 5–6 per week                                 | About 70-71 videos per quarter   | 750+ verified videos  |
| 3   | Long-Form Video Report / Documentary Production   | Quarterly                                    | About 1 output per quarter   | 10–12 documentary outputs   |
| 4   | Media Story Development & Placement (National/International)                                | Quarterly                                    | About 2 stories per quarter  | 20 published stories/interviews   |
| 5   | Graphics, Infographics & Visual Content Packages  | Monthly                                      | 24 outputs per quarter   | 256 designed outputs  |
| 6   | Field Documentation Outputs (Video, Photo & Story Packages)                                 | 2 missions per month                         | 6 missions per quarter   | 64 documented field missions with edited outputs  |
| 7   | Written Content (Articles, Blogs, Scripts, Captions, FAQs)                                  | Monthly                                      | 12 outputs per quarter   | 128 written outputs   |
| 8   | Content Localization (Subtitles & Language Adaptation)                                      | Continuous                                   | Continuous; tied to all video outputs delivered each quarter               | All video outputs localized   |
| 9   | Digital Content Editing, Management & Archive System  | Continuous                                   | Continuous quarterly management and archiving                              | Centralized digital archive maintained  |
| 10  | Analytics, Dashboards & Quarterly Reporting   | Quarterly                                    | About 1 per quarter  | 10–12 performance reports   |
| 11  | Digital Platform Optimization & SEO Reporting   | Monthly                                      | 3 reports per quarter  | 32 performance reports  |
| 12  | Paid Digital Campaigns (Execution & Media Buying)   | 4–5 campaigns per month                      | About 14–15 per quarter  | 150 campaigns   |

|    |  |            |   |                                |
|----|--|------------|---|--------------------------------|
| 13 | Audience Growth Campaigns                          | Quarterly  | About 1 per quarter   | 10–11 campaigns                |
| 14 | Campaign Strategy, A/B Testing & Optimization Logs | Continuous | About 9-10 experiments per quarter, managed continuously    | 100 optimization experiments   |
| 15 | Stakeholder Amplification & Share Packs            | Monthly    | About 18–19 per quarter                                     | 200 coordinated amplifications |
| 16 | Community Engagement & Moderation                  | Continuous | About 4,687+ interactions per quarter, managed continuously | 50,000+ managed interactions   |
| 17 | WhatsApp Channel Management                        | Weekly     | About 46-47 updates per quarter                             | 500 updates                    |

The deliverables described in Section 6 are directly derived from and correspond to the services listed in Section 4. The firm shall be responsible for delivering all outputs associated with each service area throughout the contract period in accordance with the approved methodology, workplan, and annexed Communication Strategy.

### 5. Target Audiences and Channels

Primary audiences include the Federal Government, World Bank, development partners, provincial stakeholders, national and international media, civil society, academia, communities and beneficiaries, and other audiences approved by FPMU.

Primary channels may include Facebook, X, Instagram, YouTube, TikTok, LinkedIn, WhatsApp Channel, online news portals, e-papers, blogs, and media coverage linked to approved outreach events and milestones.

### 6. Deliverables

The deliverables under this assignment are directly linked to the Scope of Services described in Section 4. The consultant shall deliver all outputs specified under the respective service areas in accordance with the approved methodology, workplan, and annexed Communication Strategy. The quantities and frequencies set out in Section 4 shall serve as the basis for monitoring performance and verifying delivery throughout the assignment.

| Deliverable no. | Deliverable Title  | Linked Scope of Services | Indicative Outputs  |
|-----------------|--|--------------------------|---|
| D1              | (Communication Strategy Operationalization, Quarterly Updates and Editorial Calendars) | Scope item 1             | Review of annexed Communication Strategy, quarterly strategy updates, and |

| <b>Deliverable no.</b> | <b>Deliverable Title</b>   | <b>Linked Scope of Services</b> | <b>Indicative Outputs</b>  |
|------------------------|--|---------------------------------|--|
|                        |  |                                 | monthly editorial calendars  |
| <b>D2</b>              | <b>(Multimedia Production Outputs)</b>   | Scope Items 2, 3 and 8          | Short-form videos, long-form videos/documentaries, video reports, localization and subtitles                                 |
| <b>D3</b>              | <b>(Visual Content, Field Documentation and Written Content Outputs)</b>                 | Scope Items 5, 6 and 7          | Graphics, infographics, field documentation packages, articles, blogs, scripts, captions, FAQs                               |
| <b>D4</b>              | <b>(Media Outreach, Digital Campaigns and Audience Growth Outputs)</b>                   | Scope Items 4, 12, 13 and 14    | Media stories/interviews, paid campaigns, audience growth campaigns, A/B testing and optimization records                    |
| <b>D5</b>              | <b>(Stakeholder Amplification, Community Engagement and WhatsApp Management Outputs)</b> | Scope Items 15, 16 and 17       | Share packs, stakeholder amplification, moderation records, WhatsApp channel updates and engagement logs                     |
| <b>D6</b>              | <b>(Analytics, SEO, Digital Content Management and Archive Outputs)</b>                  | Scope Items 9, 10 and 11        | Digital archive, analytics dashboards, quarterly performance reports, SEO and platform optimization reports                  |
| <b>D7</b>              | <b>(Final Completion and Knowledge Handover Package)</b>                                 | All Scope Items                 | Final completion report, consolidated performance summary, lessons learned, recommendations, and full digital asset handover |

The Communication Strategy is attached as Annex 1 to this TOR. Bidders shall review the annexed Communication Strategy and explain in their technical proposal how they will operationalize, refine, update, and implement it during the assignment.

**7. Key Submission Requirements**

The firm shall submit deliverables in usable, editable, and publication-ready formats, as applicable. Submission evidence shall include localization records for video outputs, consent documentation for beneficiary-facing content, platform-generated records for paid campaigns, and organized digital files for archive and handover purposes.

**8. Implementation Period**

The assignment duration shall be from July 2026 to December 2028, approximately 30 months, covering recurring weekly, monthly, quarterly, and continuous service delivery according to the frequencies specified in Section 4.

**9. Qualification of the Firm**

**a. General Experience**

The firm should have at least five (5) years of proven track record in providing integrated communications, public outreach, or digital engagement services. Experience working with public sector entities, international development organizations, or donor-funded programs is highly desirable to ensure familiarity with institutional reporting and compliance standards.

**b. Specific Experience**

The firm should demonstrate experience in managing and executing assignments of similar complexity and multidisciplinary scope, including digital strategy, multimedia production, and media relations.

**c. Technical and Professional Capacity**

The firm shall demonstrate the availability of suitably qualified and experienced personnel required to perform the assignment. The proposed team shall include, at a minimum, the following key and non-key personnel. The firm shall also demonstrate the technical infrastructure required for digital asset management, large-scale social media moderation, multimedia production, analytics, and reporting.

**Key Personnel**

| <b>Position</b>                                       | <b>Minimum Qualification</b>   | <b>Minimum Experience</b>   |
|---|--|---|
| <b>Digital Communications and Campaign Specialist</b> | Bachelor's degree or higher in Communications, Digital Marketing, Media, Marketing, IT, or related field | At least 7 years of experience in digital communications, social media management, paid campaigns, audience growth, and platform optimization |
| <b>Multimedia Production Lead</b>                     | Bachelor's degree in film production, Media Studies, Visual Communication, or related field              | At least 7 years of experience in multimedia production, documentary development, and visual storytelling                                     |

| <b>Position</b>                                       | <b>Minimum Qualification</b>  | <b>Minimum Experience</b>   |
|---|---|---|
| <b>Media and Content Specialist</b>                   | Bachelor's degree or higher in Journalism, Communications, English, Public Relations, or related field        | At least 7 years of experience in media relations, content development, public affairs, or strategic communications |
| <b>Monitoring, Analytics and Reporting Specialist</b> | Bachelor's degree in Statistics, Communications, Data Analytics, Marketing, Social Sciences, or related field | At least 5 years of experience in analytics, campaign monitoring, reporting, and performance measurement            |

### Non-Key Personnel

| <b>Position</b>                                      | <b>Minimum Qualification</b>  | <b>Minimum Experience</b>               |
|--|---|---|
| <b>Graphic Designer</b>                              | Diploma or bachelor's degree in graphic design, Visual Communication, Fine Arts, or related field | At least 5 years of relevant experience |
| <b>Video Editor / Motion Graphics Specialist</b>     | Relevant diploma, certification, or degree  | At least 5 years of relevant experience |
| <b>Videographer / Camera Operator (Minimum 2)</b>    | Relevant technical qualification  | At least 3 years of relevant experience |
| <b>Photographer (Minimum 2)</b>                      | Relevant technical qualification  | At least 3 years of relevant experience |
| <b>Social Media and Community Engagement Officer</b> | Bachelor's degree in communications, Marketing, Journalism, or related field                      | At least 3 years of relevant experience |
| <b>Content Writer / Copy Editor</b>                  | Bachelor's degree in journalism, English, Communications, or related field                        | At least 3 years of relevant experience |

### 10. Selection Method

The consultant will be selected in accordance with the World Bank Procurement Regulation for IPF Borrowers (November 2020), following the Quality and Cost-based Selection (QCBS) method.