

DRC

Terms of Reference (TOR)

for

Voices From the Mediterranean

1. Who is the Danish Refugee Council?

Founded in 1956, the Danish Refugee Council (DRC) is a leading international NGO and one of the few with a specific expertise in forced displacement. Active in 40 countries with 9,000 employees and supported by 7,500 volunteers, DRC protects, advocates, and builds sustainable futures for refugees and other displacement affected people and communities. DRC works during displacement at all stages: In the acute crisis, in displacement, when settling and integrating in a new place, or upon return. DRC provides protection and life-saving humanitarian assistance; supports displaced persons in becoming self-reliant and included into hosting societies; and works with civil society and responsible authorities to promote protection of rights and peaceful coexistence.

2. Purpose of the consultancy

The Danish Refugee Council based in Tunisia seeks proposals from a consultant to play a key role in ensuring effective communication and outreach for the "Voices from the Mediterranean" project.

3. Background

DRC has been operating in **Tunisia** since **2011** as part of a coordinated Libya-Tunisia program in response to regional instability following the Arab Spring revolutions. They have implemented projects aimed at enhancing community security and resilience in key border towns in Tunisia.

Since 2021, DRC has expanded its Tunisia programming to include an Economic Recovery portfolio.

The goal is to provide tangible opportunities for Tunisian youth, particularly women, to improve employability and find sustainable income-generating options to support themselves and their families, offering an alternative to migration. DRC through its office in the South is continuing to work on Social Cohesion and on support to local civil society to provide assistance to vulnerable populations.

The topic of migration is currently stirring up intense emotions, as it has done throughout much of history in the Mediterranean region. However, amidst the policy debates, the

personal stories of migrants are often overlooked. These are the stories of individuals seeking better economic opportunities, political and religious freedoms, and who enrich our communities in various ways. DRC aims to present portraits of men and women who are on the move and share inspiring stories of how they are pursuing their dreams. The people featured will be from different regions and countries in Africa demonstrating that hard work, strong values, determination, and dreams transcend borders and boundaries.

4. Objective of the consultancy

The consultant will work closely with the project team to develop and implement a comprehensive communication strategy, which includes the production of visual portraits, podcast episodes and a launch article to be posted on DRC website. The consultant will facilitate the promotion of the project's launch, maximizing its reach, engaging with the audience, and facilitating meaningful discussions on migration-related issues.

5. Scope of work and Methodology

The Consultant will be required to prepare a detailed methodology and work plan indicating how the objectives of the project will be achieved, and the support required from DRC.

- Collaborate with the project team to understand the project's objectives, target audience, and key messages.
- Develop a communication strategy outlining the objectives, target audience, channels, and activities to achieve maximum impact.
- Create compelling content for the web dossier, including social media posts and blog articles to promote the project's launch and engage the audience.
- Monitor project-related discussions and engagement on social media.
- Collaborate with the project team to identify and engage relevant stakeholders, including media outlets, influencers, and partner organizations, to expand the project's outreach.
- Monitor and analyze the project's impact and engagement, preparing reports on key performance indicators.
- Provide regular updates to the project team on communication activities and results.

6. Deliverables

The Consultant will submit the following deliverables as mentioned below:

Phase	Expected deliverables	Indicative description tasks	Maximum expected timeframe
Phase 1 Review	Communication Strategy + Methodology	Sourcing Documentation	5 working days

Phase	Expected deliverables	Indicative description tasks	Maximum expected timeframe
Phase 2 Analysis	Content for web dossier trial 1	Working meetings, discussions, field visit Data collection, podcats	10 working days
Phase 3 Reporting	Content for Web dossier	Prepare first draft report Feedback from DRC to submit the final report	10 working days

The Consultant will provide the documentation **by email.**

7. Duration, timeline, and payment

The total expected duration to complete the assignment will be no more than 10 days per month

The consultant shall be prepared to complete the assignment no later than December 18th

>PAYMENT SHOULD MATCH THE DELIVERABLE REQUIREMENT<

8. Eligibility, qualification, and experience required

- A minimum of 8 years of experience in communication, preferably in the field of migration, humanitarian, or social issues.
- Demonstrated experience in developing and implementing communication strategies for non-profit projects or campaigns.
- Excellent writing and storytelling skills, with the ability to create compelling and impactful content.
- Proficiency in engaging with diverse audiences.
- Strong organizational and time management skills, with the ability to work effectively under tight deadlines.
- Familiarity with migration-related issues and sensitivity to cultural diversity and migration experiences.

9. Technical supervision

The selected consultant will work under the supervision of:

- *Partnership Specialist, ALT Communications Focal Point, Mariam Chaabouni*

10. Location and support

Tunisia

The Consultant will provide her/his own computer and mobile telephone along with any other material needed for the shooting.

11. Travel

Travel will be required but will be agreed upon with the consultant once pre-selected.

12. Submission process

Interested applicants who meet the required experience and qualifications are invited to submit their Bids to rfq.tun@drc.ngo according to the submission process mentioned in the **Invitation letter**.

13. Evaluation of bids

> Please refer to the RFP letter invitation. <

Only those shortlisted will be contacted for an interview with the panel to ensure their understanding of the consultancy services.