

TERMS OF REFERENCE

DELIVERY OF COMMUNICATION SERVICES FOR THE LEBANESE ASSOCIATION OF THE KNIGHTS OF MALTA (LAKM) / ORDER OF MALTA LEBANON

PROJECT NAME: LIGHTHOUSE PROGRAM – PHASE 1

INTRODUCTION

The Order of Malta Lebanon has been operating in the health and social welfare sectors since 1957. It manages a network of 30 projects serving the most vulnerable populations, across the Lebanese territory including primary healthcare centers, mobile medical units, elderly day care centers, hosting centers for the differently-abled persons and projects for the displaced and refugees.

The Order of Malta Lebanon (LAKM) has developed a 2020-2025 strategy based on a comprehensive multi-annual program to strengthen its social and health services as well as its structures with the primary objective of positioning the Order of Malta Lebanon as a reference in healthcare and social welfare for the most vulnerable population. This strategy comprises the development of new programs and projects supported by its partner **Malteser International** under the name **“Lighthouse Program”**, divided in two phases.

OBJECTIVE

In this framework and for the first phase of the program, the Lebanese Association of the Knights of Malta (LAKM) / Order of Malta Lebanon needs an experienced Communication Agency (Service Provider – SP) to reposition the organization as a thought reference in primary healthcare and social welfare. The selected SP should have sufficient experience and means in creating communication strategies and implementing the required works at all levels as per the Order of Malta Lebanon’s Vision, Mission, ID & Values, integrating the multi-annual project’s specifications, showcasing its achievements, strengthening its internal corporate culture, raising awareness on important health and social welfare topics, respond to crisis communication, and most importantly disseminate and outreach to target the most vulnerable throughout their communities as well as increase accessibility of information and transparency.

THE ASSIGNMENT

At the end of the contract period on March 31st, 2021, the SP will have delivered the following:

- A. THE COMMUNICATION STRATEGY AND PLAN IN LINE WITH THE ORDER OF MALTA LEBANON 2025 STRATEGY**
- B. THE FIRST PHASE IMPLEMENTATION OF THE COMMUNICATION PLAN**
- C. TARGETED GENERAL HEALTH AND MENTAL HEALTH CAMPAIGNS**

The detailed scope of work will entail the following:

A. THE COMMUNICATION STRATEGY AND PLAN

The SP is required to develop a full-fledged external and internal comprehensive communication strategy for the Order of Malta Lebanon, as well as for the different projects that are being rolled out for the next 4 years, with its related communication plan.

- General assessment of the current situation in terms of communication
- Careful analysis of the target audiences with key messages catered and adapted for each specific audience
- Advice and recommendation on how to build a stronger brand alongside the recommended positioning of the Order of Malta Lebanon. Develop an integrated strategy of the Lighthouse Program and its projects
- Develop the Order of Malta Lebanon Communications Policy to guide staff, volunteers and members
- Define the principles and tactics as well as resources that should be used for an actionable, accessible, relevant, timely, understandable, credible and transparent communication
- Set the KPIs
- Provide the Monitoring and Evaluation methods to be adopted
- Provide a communications calendar with proposed activities to achieve the set communications objectives and reach target audiences alongside the rationale behind each proposed activity
- Provide recommendations and a communication plan divided in phases

B. FIRST PHASE IMPLEMENTATION OF THE COMMUNICATION STRATEGY AND PLAN

The below will detail the required communication activities that will have to be developed and implemented by the SP during the first 3 months after the delivery of the overall strategy and communication plan.

The SP is expected to recommend additional initiatives based on its own knowledge and expertise.

- Implement the first phase of the communication plan to be defined in the outcome of the strategy, this should include the basis and means to build a strong corporate image for the Order of Malta Lebanon, to coincide with the branding direction and the Order of Malta Lebanon new strategy as well as the first phase of the Lighthouse program, preparing for the second phase
- Create key messages and tool kits per projects and target audiences
- Tools would include templates and guidelines for : social media; web-based fact sheets, feature stories, e-newsletters, reports, commentaries, infographics, Q&As; content for the Order of Malta Lebanon and Malteser International staff; news releases; videos; visibility and outreach activities etc.

C. TARGETED GENERAL HEALTH AND MENTAL HEALTH CAMPAIGNS

The SP is required to implement 6 community awareness campaigns focusing on (a) the consequences of the explosions in Beirut for mental health and post-traumatic stress (PTS) and (b) potential risks due to increased stress and other harmful practices. As well as a communication activation for one medical campaign (subject to be communicated later) The campaigns will aim to reach a large part of the population (Lebanese and refugees) via mass and social media and to inform and sensitize them to relevant issues.

Each subject will be divided into 3 or 4 topics. The SP will be required to develop the content with the help of experts chosen by the Order of Malta Lebanon, propose a creative format for these campaigns, as well as the production and wide dissemination to reach a big audience.

TIMEFRAME

A. COMMUNICATION STRATEGY & PLAN	ONE CALENDAR MONTH FROM CONTRACT SIGNATURE
B. FIRST PHASE IMPLEMENTATION	FROM JANUARY 1 ST 2021 TILL MARCH 31 ST 2021
C. COMMUNITY AWARENESS SESSION CAMPAIGNS	FROM CONTRACT SIGNATURE TILL MARCH 31 ST 2021

QUALIFICATIONS OF THE COMMUNICATION AGENCY (SP)

- Relevant experience of communication expert of no less than 10 years
- Knowledge and / or experience of the Lebanese humanitarian work
- The SP would need to provide the proposed team for this project with their CVs and past experiences
- The SP should be able to secure the following services: strategic communication; crisis communication; creative direction; graphic design; website and social media management; copywriting in Arabic, English and French; PR; local and international media relations; written content (human stories, reports, newsletters); visual content (photography and videography)
- All requested reports and documents should be written in English and the content deliverable in English, French and Arabic (depending on the deliverable and as agreed with the Order of Malta Lebanon)

TO REGISTER YOUR COMPANY, PLEASE SEND AN EXPRESSION OF INTEREST NO LATER THAN **NOVEMBER 13TH** ON THE FOLLOWING EMAIL:

COMMUNICATION@ORDREDEMALTELIBAN.ORG

INFORMATION TO BE INCLUDED

- Complete Agency contact details
- Name of contact person(s)
- Company registration documents
- Certificate of Registration issued by the Ministry of Finance
- Company profile

NOTE

- Arising from the Expression of Interest, a number of companies may be shortlisted
- Each Company may be contacted to clarify elements of the submission
- Selection or non-selection of companies is at the sole discretion of LAKM
- The responses and all supporting information shall be provided in English

The evaluation of the expressions of interest is expected to be completed by **November 17th, 2020**.