



**Government of Sindh**  
**Sindh Peoples Housing for Flood Affectees**  
**(SPHF)**



**REQUEST FOR EXPRESSIONS OF INTEREST**

**SELECTION OF CONSULTANTS**

**Name of country:** Islamic Republic of Pakistan  
**Project:** Sindh Flood Emergency Housing Reconstruction Project (SFEHRP)  
**Assignment of Title:** **MEDIA AND COMMUNICATION SUPPORT CONSULTANTS**  
**Activity No:** PK-SPHFC-362392-CS-QCBS  
**Date:** 15 JUNE 2023

1. The Government of Sindh has received credit through EAD, Govt. of Pakistan from the International Development Association and intends to apply part of the proceeds of this credit to payments under the contract for **Sindh Flood Emergency Housing Reconstruction Project** to perform the consulting services.
2. The consulting services of MEDIA AND COMMUNICATION SUPPORT CONSULTANTS (the Services) under the project are required to engage a specialized Communication/ PR Consulting firm/ consultant(s)/ agency to provide strategic and outreach communication support to the initiative through building positive perceptions and image amongst the people of Sindh, Pakistan, and the wider global audience, who shall act as donors facilitating with the generation of adequate resources for the initiative to achieve the set targets. The consultant(s) shall develop a comprehensive communication strategy for the Project with the following scope of work:
  - a. Understand the Project's objectives and design an extensive multi-pronged communications campaign
  - b. Carry out communications for target audience which includes beneficiaries, government, Parliamentarians, donor agencies, influencers, media & youth
  - c. identify key messages, and delivery channels to reach out to different audiences. Propose communication mix, tools/ platforms, conventional or social media, advertising, public relations, events, etc to be deployed as per the target audience's need
  - d. Establish measurable Key Performance Indicators for achievement of expected results across different tools / platforms, proposed
  - e. Assess the need and propose suitable implementation modalities (e.g. direct implementation by Comms Team or outsourcing)
  - f. Identify potential partnerships with civil society & media
  - g. Deploy a dedicated social media team to manage SPHF social media handles
  - h. Production of social media assets, videos, testimonials, and animations
  - i. Develop a financial and human resource plan in line with the needs of the communication strategy
3. The services are to be started in August 2023 and are expected to continue for a period of eighteen (18) months. Term of Reference for this consultancy services are available on the Company's website [www.sphf.gos.pk](http://www.sphf.gos.pk)
4. The company - Sindh Peoples Housing for Flood Affectees (SPHF), Government of Sindh now invites consulting firms to indicate their interest in providing the required services. The interested firm



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are requested to provide information demonstrating that the firm has got the required qualifications and relevant experience to perform the Services.

5. Attention of the firms is drawn to Clause 3.16 and 3.17 Section III of the World Bank's Procurement Regulations for IPF Borrowers setting forth the World Bank's policy on conflict of interest.
6. Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications.
7. A Consultant will be selected in accordance with the Qualification and Cost Based Selection (QCBS) method set out in the WB Procurement Regulations for IPF Borrowers (Procurement in Investment Project Financing, Goods, Works, Non-Consulting and Consulting Services - Fourth Edition, November 2020).
8. Further information can be obtained at the address mentioned below during office hours.
9. Expression of interest must be delivered in written form to the address below (in person, by courier or through e-mail addressed to the Procurement Specialist [procurementspecialist@sphf.gos.pk](mailto:procurementspecialist@sphf.gos.pk) by 07 July 2023 during office hours.

**(KHALID MEHMOOD SHAIKH)**  
Chief Executive Officer  
Bungalow # 20 Block 7/8, Modern  
Cooperative Housing Society,  
Tipu Sultan Road, Karachi

# Sindh Peoples Housing for Flood Affectees

## Media and Communication Support Consultant

Activity Ref. PK-SPHFC-362392-CS-QCBS

### Terms of Reference

#### Background

Pakistan experienced heavy monsoon rains between June and September 2022, which has severely affected millions of households, mainly in Sindh and Balochistan. Around 33 million people have been displaced and more than 13,000 kilometers of roads destroyed. The flooding has damaged 2.2 million houses, flooded around 9.4 million acres of crops, and has killed an estimated 1.2 million livestock. Moreover, limited access to input and output markets and temporary disruptions to supply chains have driven up food prices and added to existing price pressures resulting from reduced agricultural yields and the global rise of food prices. Preliminary estimates suggest that as a direct consequence of the floods, the national poverty rate may increase up to 4 percentage points, potentially pushing around 9 million people into poverty. The recently completed Post-Disaster Needs Assessment (PDNA) estimates total damages to be US\$14.9 billion, while total economic losses have reached about US\$15.2 billion. Estimated needs for rehabilitation and reconstruction are at US\$16.3 billion, not including new investments beyond the affected areas needed to strengthen Pakistan's resilience to future shocks.

Sindh has been disproportionately affected by the 2022 floods. According to the NDMA, 792 of the 1,731 nationwide casualties were in Sindh, including 336 children, with 8,422 people injured. Similarly, reports estimate that more than 4.9 million acres of agricultural land has been affected in the province, which is more than half of the nationwide total.<sup>1</sup> Vast areas in Sindh witnessed prolonged inundation lasting several weeks.<sup>2</sup>

According to the last pre-floods housing census from 2017, there were 2,756,499 katcha and 5,600,885 pakka housing units in Sindh, with the former concentrated mainly in rural areas and the latter more prevalent in the urban areas. While house ownership is higher in rural areas, housing with unclear ownership status is proportionately higher due to the relative informality of the housing sector in rural areas. Assuming linear growth between 1998 and 2017, the number of katcha houses in Sindh have grown at a rate of about 1.6 percent annually, while pakka houses have an annual growth rate of about 4 percent per year.

#### Project Description

##### i. Project Overview

For emergency rehabilitation to facilitate the flood affectees, the Government of Sindh has established a not-for-profit company 'Sindh Peoples Housing for Flood Affectees' (**SPHF**) to implement the Sindh Flood Emergency Housing Reconstruction Project (the **Project**), with technical and financial support of the World Bank. The Project design evolves from comprehensive discussions of the World Bank with the Government of Pakistan and the Provincial Government of Sindh. The reconstruction project aims to support (i) Housing subsidy cash grants for owner-driven reconstruction of multi-hazard resilient core housing units; (ii) Skill development of communities on multi-hazard resilient construction practices; and (iii) Technical assistance to Government of Sindh for design and delivery of the housing reconstruction program. It will

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<sup>1</sup> FAO Monsoon Flood Situation Update – Pakistan September 27, 2022.

<sup>2</sup> FAO Rapid Geospatial Flood Impact Assessment Pakistan, September 2022.

involve construction of approximately two (2) million housing units. These houses will be spread over a vast geographical area, locations of which will be dependent upon the Post-Disaster Needs Assessment (PDNA).

#### ii. Project Development Objective

The project development objective is to support the Government of Sindh in the delivery of beneficiary-driven, multi-hazard resilient reconstruction of core housing units that were damaged by 2022 floods.

#### iii. Project Beneficiaries

The Project would have specific benefits for people living in the geographical locations who will be served through the housing subsidy grants for reconstruction/restoration of their damaged houses. Through a beneficiary-driven approach, approximately two (2) million multi-hazard resilient core housing units will be supported.. Roughly, half of these beneficiaries are estimated to be women, based on the demographic information available for these areas.

#### Assignment Objective:

The objective of this assignment is to engage a specialized Communication/ PR Consulting firm/ consultant(s)/ agency to provide strategic and outreach communication support to the initiative through building positive perceptions and image amongst the people of Sindh, Pakistan, and the wider global audience, who shall act as donors facilitating with the generation of adequate resources for the initiative to achieve the set targets. The consultant(s) shall develop a comprehensive communication strategy for the Project with the following scope of work:

- Understand the Project's objectives and design an extensive multi-pronged communications campaign
- Carry out communications for target audience which includes beneficiaries, government, Parliamentarians, donor agencies, influencers, media & youth
- identify key messages, and delivery channels to reach out to different audiences. Propose communication mix, tools/ platforms, conventional or social media, advertising, public relations, events, etc to be deployed as per the target audience's need
- Establish measurable Key Performance Indicators for achievement of expected results across different tools / platforms, proposed
- Assess the need and propose suitable implementation modalities (e.g. direct implementation by Comms Team or outsourcing)
- Identify potential partnerships with civil society & media
- Deploy a dedicated social media team to manage SPHF social media handles
- Production of social media assets, videos, testimonials, and animations
- Develop a financial and human resource plan in line with the needs of the communication strategy

#### Implementation Plan

The Consultant(s) shall carry out the following implementation activities:

- Develop a communications and outreach strategy of SPHF.
- Launch a multi-pronged, high-profile image-building campaign to promote SPHF interventions through print, digital and social media, creatively engaging users and recipients in new and innovative ways.

- Design engaging content including postcards, gifs, infographs, animations, for SPHF website to increase traffic and donations.
- Maintain and regularly update the website & social media pages of SPHF.
- Undertake SEO (Search Engine Optimization) to bring SPHF websites in top 10 search results based on keywords search.
- Develop & execute social & traditional media campaigns.
- Increase over 5 million followers on social media platforms; twitter, facebook, instagram, Youtube, Tiktok.
- Map out & support outreach to potential donors; including development agencies, INGOs, NGOs & Private Sector.
- Develop & execute fundraising campaigns.
- Develop and execute outreach campaigns for raising awareness.
- Develop and produce 1 theme song, 50 short videos (beneficiaries/ stakeholders), 2 short films/ documentaries, 2 short films/ documentaries (2 -3 min), 20 videos (influencers)
- Draft and distribute media advisories, news releases, and other materials and design and organize media events, as appropriate, to promote activities of the SPHF.
- Produce public service messages for TV/Radio, monthly newsletters, brochures, presentations.
- Translate and interpret various print, electronic, and audio-visual materials in English, Urdu & Sindhi.
- Design and roll out media engagement & PR packages (press conference, press kits, media registration, event script, booth design, etc.) for key campaign events and highlights.

### **Duration of the Assignment**

The contract will become effective after the signing of an agreement for a period of eighteen (18) months.

### **Consultant Profile**

Interested firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the services.

#### **A. Required Documents, Skills and Qualification:**

- Company Profile – including name, logo and brand, registration info, information of the Executive Head, office address and studio location, HR structure and strength, financial capability, credibility evidence from major clients.
- Proof of experience of at least 05 years of experience working as a communications and media agency for reputed and large organizations, preferably for government and international development agencies.
- In house experienced and skilled human resources in the area of PR, promotion, communication, branding, content development, videography, photography and animations.
- All supporting documents, narratives and financial proposals must be part of the application and submitted/ uploaded as one document.
- CVs of consultant Team including past experience for similar exercises and required skills and knowledge.
- Brief description of the proposed communication strategy/ plan.

- Financial proposal specifying a lump sum amount, including a breakdown of the lumpsum amount.
- Payments of the proposed fees are based upon the delivery of satisfactory services /products specified in TORs.
- The firm should provide a list of the technical staff capacity particularly deployed for the SPHF

**B. Team experience and qualifications**

Sr.	Title of Key Experts	Qualification and experience
1.	One (01) Lead Communications Specialist (Coordinator)	<ul style="list-style-type: none"> <li>• Masters in communications or social sciences (at least sixteen years of education) from a reputable international or HEC recognized national university</li> <li>• 10 plus years demonstrated experience of managing development communications of multi-sectoral projects, preferably (but not mandatory) in South Punjab as well</li> <li>• Expertise in the design and implementation of communications, community mobilization and outreach strategies and public information campaigns</li> <li>• Strong leadership and project management skills with track-record of working with interdisciplinary project teams and managing communications and design professionals</li> <li>• Excellent verbal and written communication skills in both English and Urdu. Fluency in regional language of South Punjab preferable (but not mandatory)</li> <li>• Proficiency with Microsoft Office (Excel, PowerPoint, Word) with excellent presentation skills</li> </ul>
2.	Once (01) Media and PR Specialist	<ul style="list-style-type: none"> <li>• Masters in media and communications or social sciences (at least sixteen years of education) from a reputable international or HEC recognized national university</li> <li>• Expertise in design of mainstream and social media strategies, public information and media campaigns</li> <li>• Track record of developing written press releases, articles and Op-Eds</li> <li>• Excellent verbal and written communication skills in both English and Urdu. Fluency in regional</li> </ul>

		<p>language of South Punjab preferable (but not mandatory)</p> <ul style="list-style-type: none"> <li>• Proficiency with Microsoft Office (Excel, PowerPoint, Word)</li> </ul>
3.	One (01) Creative Specialist	<ul style="list-style-type: none"> <li>• Masters in communications or social sciences (at least sixteen years of education) from a reputable international or HEC recognized national university</li> <li>• 5 years demonstrated experience of working with reputable creative and advertising agencies</li> <li>• Expertise in design and implementation of creative strategies, creative concepts, key messages, visual branding and communications campaigns</li> <li>• Track record of developing and customizing creative campaigns for specialized target audiences, particularly less literate and marginalized groups in various formats</li> <li>• Excellent verbal and written communication skills with impeccable copy-editing expertise in both English and Urdu. Fluency in regional language of South Punjab is preferable (but not mandatory)</li> <li>• Proficiency with Microsoft Office (Excel, PowerPoint, Word) and basic knowledge of Adobe design suites</li> </ul>
4.	One (01) Art Direction Specialist	<ul style="list-style-type: none"> <li>• Masters in Communications Design (at least sixteen years of education) from a reputable international or HEC recognized national Art School</li> <li>• 5 years demonstrated experience of working with reputable creative communications and advertising agencies</li> <li>• Hands-on expertise in communications design with a focus on translating creative concepts and key messages into visually strong, illustrative IEC materials (brochures, leaflets, information kits, posters, roll-up banners, flash cards etc.)</li> <li>• Experience in the design and management of integrated Public Information Campaigns targeted at less- privileged and less-literate audience</li> <li>• Experience in executing visual branding and communications campaigns</li> </ul>

		<ul style="list-style-type: none"> <li>• Track record of developing tailored creative campaigns for specialized target audiences, particularly less literate and marginalized groups</li> <li>• Expertise in adapting and refining already available IEC materials into relevant formats as per a specific project requirement and needs of a target audience</li> <li>• Hands-on expertise in Adobe Creative Suite (Photoshop, InDesign, Premier Pro, Multimedia and Digital Arts with experience of working across audio-visual formats</li> <li>• Excellent verbal and written communication skills in both English and Urdu.</li> </ul>
5.	One (01) Director of Photography / Videographer	<ul style="list-style-type: none"> <li>• Bachelor's degree in photography and cinematography or related discipline</li> <li>• 5 years demonstrated experience of working with reputable creative advertising agencies and production houses or independently as Director of Photography</li> <li>• Experience and track record of directing and delivering short form videos, documentaries on multi-sectoral development sector themes</li> <li>• Expertise of managing film crews in the field with ability of dealing with local communities and beneficiaries through culturally sensitive protocols of filming</li> <li>• Knowledge and hands-on experience of working with latest camera and filming equipment to manage pre and post-production and on-site filming</li> <li>• Expertise in Adobe Creative Suite (Photoshop, Premier Pro, Multimedia and Digital Arts across audio-visual formats</li> <li>• Creative and aesthetic abilities with attention to detail for filming along with a sample portfolio of work</li> </ul>
	<b>Title of Non-Key Experts</b>	
6.	Two (02) Communications Designers	<ul style="list-style-type: none"> <li>• Bachelor's degree in Communications Design or a related discipline in social sciences</li> </ul>

		<ul style="list-style-type: none"> <li>• 3 years of demonstrated experience of working in communications design to deliver illustrative IEC materials, leaflets, brochures, stationery, posters etc.</li> <li>• Hands-on knowledge of graphics and illustration design</li> <li>• Expertise of working in state-of-the-art Graphics Design software (Adobe Suite)</li> <li>• Ability to customize designs to suit a particular context and requirement</li> </ul>
7.	One (01) Illustrator	<ul style="list-style-type: none"> <li>• Bachelor's degree in Communications Design or a related discipline</li> <li>• 3 years demonstrated experience of developing original and customized illustrations in communications design adaptable to digital formats to deliver illustrative IEC materials, leaflets, brochures, stationery, posters etc.</li> <li>• Hands-on knowledge of graphics and illustration design</li> <li>• Expertise in freehand design and illustration as well as Graphics Design software (Adobe Suite)</li> <li>• Ability to customize and indigenize designs to suit a particular context and requirement</li> </ul>
8.	One (01) Non-Linear Editor	<ul style="list-style-type: none"> <li>• Intermediate or Diploma Holder in non-linear editing or qualification in relevant field</li> <li>• 3 years demonstrated experience of non-linear editing with a sound portfolio of work</li> <li>• Proficient in the use of Adobe Creative Suite (Photoshop, Premier Pro, After Effects, Multimedia and Digital Arts across audio-visual formats)</li> <li>• Ability to quickly edit short form videos and documentaries</li> <li>• Creative and aesthetic abilities with attention to detail in editing and post-production</li> </ul>
9.	One (01) English Copywriter	<ul style="list-style-type: none"> <li>• Bachelor's degree in English Language/Literature or social sciences</li> <li>• 3 years demonstrated professional experience of creative copywriting and copy editing in English</li> </ul>

		<ul style="list-style-type: none"> <li>• Excellent writing and communications skills in English with ability to tailor content for different audiences and a range of online and offline media</li> <li>• Ability to transform creative concepts and technical information into easy-to-understand language</li> <li>• Documentation skills in packaging result and success stories</li> <li>• Content development for regular updates on website and social media, script writing for videos and documentaries</li> <li>• Proficiency with Microsoft Office (Excel, PowerPoint, Word)</li> </ul>
10.	One (01) Urdu Copywriter	<ul style="list-style-type: none"> <li>• Bachelor's degree in Urdu Language/Literature or social sciences</li> <li>• 3 years demonstrated professional experience of creative copywriting and copy editing in Urdu</li> <li>• Excellent writing and communications skills in English with ability to tailor content for different audiences and a range of online and offline media</li> <li>• Ability to transform creative concepts and technical information into easy-to-understand language</li> <li>• Documentation skills in packaging result and success stories</li> <li>• Content development for regular updates on website and social media, script writing for videos and documentaries</li> <li>• Proficiency with Microsoft Office (Excel, PowerPoint, Word)</li> </ul>
11.	One (01) Sindhi Copywriter	<ul style="list-style-type: none"> <li>• Bachelor's degree in Sindhi Language/Literature or social sciences</li> <li>• 3 years demonstrated professional experience of creative copywriting and copy editing in Urdu</li> <li>• Excellent writing and communications skills in English with ability to tailor content for different audiences and a range of online and offline media</li> <li>• Ability to transform creative concepts and technical information into easy-to-understand language</li> </ul>

		<ul style="list-style-type: none"> <li>• Documentation skills in packaging result and success stories</li> <li>• Content development for regular updates on website and social media, script writing for videos and documentaries</li> <li>• Proficiency with Microsoft Office (Excel, PowerPoint, Word)</li> </ul>
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### Obligations of the Project

SPHF will facilitate the Consultant(s) in providing with the necessary information and facts, where required. SPHF will also ensure that the Consultant has access to necessary documents of the Project. The Consultant will also be facilitated in scheduling meetings with multiple stakeholders upon request during the course of the assignment

### Procurement:

Consultant(s) is being selected in accordance with the **Quality and Cost Based Selection (QCBS)** method set out in the WB Procurement Regulations for IPF Borrowers (Procurement in Investment Project Financing, Goods, Works, Non-Consulting and Consulting Services - Fourth Edition, November 2020).