



## Democracy Strengthening in Zambia Project

### Terms of Reference

#### National Expert to develop a Communication Strategy for the Zambia Police Service

##### A. Profile

<b>Duty Station:</b>	<b>Lusaka (Zambia)</b>
<b>Position Title:</b>	<b>Communications Expert - National</b>
<b>Duration:</b>	35 days
<b>Estimated start date:</b>	Immediate
<b>Funding:</b>	Donor funding

##### B. Background

The *Democracy Strengthening in Zambia (DSZ)* is a three-year multi-donor project that was designed based on the recommendations of the Needs Assessment Mission (NAM) conducted by the United Nations in 2018. The project is aligned and supportive of Zambia's Sustainable Development Partnership Framework, UNDP Strategic Plan and Country Programme, and the Seventh National Development Plan 2017-2021 (7NDP); the latter, in which the government pledges to "*promote transparency, accountability, citizen participation as well as strengthen governance institutions*". Indeed, the 7NDP recognizes that practice of good governance and promotion of a stable political framework is the foundation of sustainable development. The outcomes, outputs and activities are in response to, and the result of detailed discussions with the Electoral Commission of Zambia (ECZ), Cooperating Partners and other national stakeholders.

The DSZ consists of two interlinked result areas:

- 1) Electoral institutions and processes strengthened and;
- 2) Programming for peace in support of Zambia's 2021 electoral cycle.

These two result areas are expected to achieve the following results:

- *Inclusive and participatory decision-making,*
- *Strengthened responsive and accountable institutions,*
- *Transparent institutions with improved access to information,*
- *Improved technical and organizational capacities of national electoral stakeholders,*
- *Credible and legitimate institutions work with integrity, and*
- *Enhanced conflict prevention and mitigation mechanisms.*

The Zambia Police Service is a key national partner on the DSZ project under the Programming for Peace result. In line with the Public Order Act, the Zambia Police Service is mandated to maintain law and order and preserve life and property. The relationship between the Zambia Police Service and the public is a delicate one largely due to ineffective and sometimes inadequate communication, both within the institution and outside. It is against this background that ZPS wishes to develop a Communications Strategy that will heighten public confidence and trust in the service, enhance the visibility of the Zambia Police Service and strengthen partnerships with key stakeholders such as

government agencies, media and CSOs etc. It is expected that the new Communication Strategy will raise awareness on the core values of the ZPS and provide a more defined approach to communication both internally and externally.

### **C: Purpose of this assignment**

The purpose of this assignment is to:

- a. Review the current communication practices and processes of the Zambia Police Service
- b. Develop a new Communication Strategy for the period 2022 - 2026

### **D: Scope of work**

The Communications Expert will report to the Head of Public Relations, and the DSZ Senior Electoral Advisor.

S/he will undertake the following duties and responsibilities:

- i. *Conduct a situational analysis of both internal and external communication practices/processes of the Zambia Police Service, in order to identify gaps, challenges, lessons learnt and recommend appropriate remedial actions.*
- ii. *Develop the 2022 – 2026 Communication Strategy and its implementation plan, including guidelines on institutional branding for effective communication and enhancement of social media outreach.*
- iii. *Identify key stakeholders and develop a stakeholder engagement plan, taking into consideration the institutional structure at national, provincial and district level.*
- iv. *Engage closely with Zambia Police and other stakeholders to develop and further validate the Communications Strategy.*
- v. *Provide training support to the relevant units in the Zambia Police for the implementation of the Strategy.*

### **E. Deliverables:**

1. Detailed inception report indicating the consultant's understanding of the assignment, including methodology to be used during the assignment.
2. Report on the review of the Zambia Police internal and external communication processes and practices, including proposed recommendations for enhancing communication with the public.
3. Develop the 2022 – 2026 Communication Strategy for ZPS, including the implementation plan and related plans.
4. Report on training for staff within ZPS for effective implementation of the plan

<b>Payment arrangement</b>				
<b>Deliverables/ Outputs</b>	<b>Estimated duration</b>	<b>Related payments (%)</b>	<b>Target Due dates</b>	<b>Review and Approvals Required</b>
1. Detailed inception report indicating the consultant's understanding of the assignment, including methodology to be used during the assignment.	5 days	20%	• June 2022	• DSZ PM

2. Report on the review of the Zambia Police internal and external communication processes and practices, including proposed recommendations for enhancing communication with the public.	10 days	20%	• June 2022	• DSZ PM
3. Develop the 2022 – 2026 Communication Strategy for ZPS, including the implementation plan and related plans.	10 days	35%	• July 2022	• DSZ PM
4. Final comprehensive report on the assignment including details on training undertaken for staff within ZPS for effective implementation of the plan.	10 days	25%	• Aug 2022	• ZPS • DSZ PM

#### **F. Institutional arrangements**

The consultant will work from the Zambia Police Service HQ and from home. S/he will be expected to have their own computer and related equipment to undertake the assignment. The Zambia Police and DSZ will provide the consultant with all necessary materials regarding the assignment. Further, the consultant shall make weekly reports to the supervisors from the ZPS and the DSZ Senior Electoral Advisor.

#### **E. Evaluation Criteria**

Qualifications of the Consultant		Score
<b>Relevance of Education/ Degree</b>	<ul style="list-style-type: none"> <li>Minimum of a post graduate qualification (at least a master's degree) in Communications, Media Studies, Journalism, International Relations, Public Administration, or any related field of study.</li> </ul>	25
<b>Years of Relevant Experience</b>	<ul style="list-style-type: none"> <li>Minimum of seven (07) years relevant experience in Communications, Public Relations, Journalism and/or media practice</li> <li>At least three (03) years of working or consulting for large public or private organizations.</li> <li>Solid experience in producing communications and public outreach strategies, tools and plans including training content/plans</li> <li>Excellent writing and editorial skills are a key requirement.</li> <li>The consultant should possess basic knowledge and a clear understanding of the operations of a law enforcement agency especially service delivery and communication.</li> </ul>	35

	<i><b>NB: attach copies of communications and related plans produced in the past.</b></i>	
<b>Language</b>	<ul style="list-style-type: none"> <li>Strong oral and written communication skills of the English Language</li> </ul>	10
<b>Management, Training and Coaching</b>	<ul style="list-style-type: none"> <li>Experience as a mentor/trainer in the fields of communications, media, and public relations.</li> <li>Ability to meet deadlines</li> <li>Cultural and political sensitivity</li> <li>Ability to meet deadlines.</li> <li>Experience to work with multidisciplinary teams and deliver quality reports within the given time.</li> <li>Excellent business development, negotiation, analytical, research, presentation, and communication skills.</li> </ul>	25
<b>Country Context</b>	<ul style="list-style-type: none"> <li>Prior experience in Zambia or another country in the region will be an asset.</li> </ul>	5
<b>Total Score</b>		<b>100</b>

Applicants who score at least 70% in the technical evaluation will be eligible for the assessment of their financial evaluation. Please note that financial evaluation will account for 30% of the weighed score as indicated in the table below.

<b>Evaluation Method</b>	<b>Score</b>	<b>Comments</b>
<b>Technical</b>	70%	70% as part of the overall grading of 100%
<b>Financial</b>	30%	The lowest offer will be awarded 30% while the other offers will be weighed against the lowest offer
<b>Overall</b>	100%	Only candidates qualifying for the minimum criteria will be eligible for the additional technical qualifications. Then a candidate scoring of at least 70% will have its financial offer assessed and cumulated to the technical evaluation score. The candidate having the highest combined score will be awarded the consultancy.