TERMS OF REFERENCE
Consultancy for support to the preparation of a Branding & Communication Plan and Collaterals

A. Project Title

Strengthening Civil Registry

B. Project Description

The Vital Statistics Unit (VSU) established under the Registration of Births and Deaths Act, CAP 157 of the Substantive Laws of Belize, is under the auspices and oversight of the Attorney General’s Ministry. The VSU, whose headquarters is located in Belize City, is headed by the Solicitor General as its Registrar, with its daily operations managed by a Deputy Registrar. This governmental unit bears the primary responsibility of being Belize’s registry of births, deaths, and marriages and provides for the registration of any other vital statistics.

Considering the importance of vital statistics for national development programs, the Attorney General’s Ministry and the E-Governance and Digitalization Unit developed a comprehensive transformation program to address various weaknesses at the VSU such as the inaccessibility of registration centers, inconsistency and inefficiency of processes, no system integration with key stakeholders, lengthy processing times, poor records management, poor statistical reporting, low service awareness, and low customer satisfaction. To strengthen the VSU’s capacity to improve customer satisfaction, service awareness, and service quality, there is the need to develop a comprehensive brand and communication strategy.

C. Scope of Work

UNDP requires the services of a consultant to develop a comprehensive branding and communication strategy for the Vital Statistics Unit and produce communication collaterals and materials.
1. Attend a project kick-off meeting with the Ministry and UNDP to discuss project objectives, approach, expected outputs and outcome, and any other issues related to the execution of the consultancy.

2. Draft and submit a work plan at the start of the consultancy, indicating tasks and timeframes for completion of tasks. The plan should include the delivery of at least bi-monthly (twice a month) status updates on the progress of implementation.

3. Review all relevant documents.

4. Conduct analysis of primary stakeholders (internal and external) and a representative audience to determine perceptions on the VSU’s identity, mandate, etc., and submit a findings summary. This process should be conducted using various tools such as interviews, surveys, and workshops.

5. Prepare and deliver at least 2 workshops on communication tools, techniques, and branding with the VSU staff. The workshops should be interactive.

6. Develop a brand identity (including and not limited to the brand mission, vision, values, slogan/tagline, logo, personality, value proposition, brand positioning, etc.) and communication strategy considering VSU’s mandate, stakeholders, and audience.

7. Propose a visual identity for VSU and create a brand book and visual identity standard manual that governs the use of the identity.

8. Conduct at least 2 training sessions for staff and key stakeholders on the brand book and visual identity standard manual that governs the use of VSU’s identity and how to best project the brand, mission, vision, values, and mandate across all communication (written, printed, or digital).

9. Provide content development support and guidance for the update of the VSU website. Associated social media setup and management should also be included (for example: Facebook, Youtube, and Instagram).

10. Develop and produce at least four (4) motion graphic-animation explanatory videos (2 English and 2 Spanish) on VSU services.

11. Develop print and digital collateral mockups (including brochures, posters, letterhead, business cards, PowerPoint template, annual report, brand book conference materials, including banners.)

12. Prepare and deliver a final presentation to key stakeholders of the Government of Belize to raise awareness of the strategy and contribute to rallying support for the strategy.

D. Expected Outputs and Deliverables

a. **Deliverable 1:** Work plan, after contract signing, indicating all relevant activities, proposed timeline, and responsibilities to take place under the consultancy.

b. **Deliverable 2:** Draft assessment report
c. **Deliverable 3:** Draft communication strategy and trainings

d. **Deliverable 4:** Draft brand standard manual and mockups and trainings; content development support to VSU staff

e. **Deliverable 5:** Final version of the communication strategy, brand manual, and mockups. This version must include comments provided by the Ministry and UNDP.

f. **Deliverable 6:** Four motion graphic/explanatory videos on VSU services and content for the VSU website

All products must be submitted to the Unit in a format that facilitates use and in electronic format.

<table>
<thead>
<tr>
<th>Deliverables/Outputs</th>
<th>Estimated Duration to Complete 36 workings days over the duration of 3 months</th>
<th>Target Due Dates</th>
<th>Review and Approvals Required (Indicate designation of person who will review output and confirm acceptance)</th>
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<tbody>
<tr>
<td>Deliverable 1</td>
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<td>Director of the Unit and UNDP Programme Manager</td>
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<td>Deliverable 2</td>
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E. **Institutional Arrangement**

a) The consultant will report directly to the Director of the E-Governance and Digitization Unit. The director will sign off all approved deliverables in writing,
which will later be approved by the UNDP Programme Manager for action payment.
b) During the first month of the consultancy, the consultant will meet with the
director on a weekly basis to get the consultancy off the ground. Thereafter, a
minimum of bi-weekly meetings will be held or as requested by the director.
Reports will be presented to the Technical Working team; team members will
be determined by the Director.

F. Duration of the Work

a. The consultant will be hired for 36 working days over the duration of three (3)
months. The target start of work date is 26th September 2022, and the targeted
end date is 31 December 2022.

G. Duty Station

a. Consultancy shall be performed remotely from the consultant’s location. The
Consultant is expected to have their own equipment, office space, and internet
connectivity, among others.

b. Consultant shall make himself/ herself available for in-person meetings and
collaboration upon request.

H. Qualifications of the Successful Individual Contractor

a. Minimum of a bachelor’s degree or equivalent to the field of public relations,
journalism, or marketing.
b. A minimum of five years of professional experience in communications, public
relations, journalism, marketing, or a related field.
c. Capability and proven experience in designing public awareness campaigns.
d. Extensive experience (at least 3 years) in developing, designing, producing, and
publishing communication products.
e. Proven experience in developing communication strategies.
f. Capability and proven experience in crafting messages in various formats (radio
ads, tv advertisements, informational guides, press kits etc.)
g. Excellent written, oral, and interpersonal skills.
h. Familiarity with social media platforms is preferred. (LinkedIn, Facebook,
YouTube, Instagram, Twitter).

I. Scope of Price Proposal and Schedule of Payments

Payments shall be made after satisfactory submission and acceptance of the specified
deliverables below according to (or ahead of) the stated schedules:

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Deliverable</strong></td>
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<tr>
<td>1. Deliverable 1</td>
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<td>2. Deliverable 2</td>
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<td>6. Deliverable 6</td>
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<td><strong>TOTAL</strong></td>
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J. **Recommended Presentation of Offer**

Interested bidders must submit the following:

a) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP.

b) **Personal CV or P11**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references.

c) **Brief description** of why the individual considers him/herself as the most suitable for the assignment, workplan and a methodology, on how they will approach and complete the assignment.

d) **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided.

K. **Criteria for Selection**

This section should indicate all the criteria which shall serve as the basis for evaluating offers, which may be done in either of the following manners:

a) Combined Scoring method – where the qualifications and methodology will be weighted a max. of 70% and combined with the price offer which will be weighted a max of 30%.

**Submission of Application Package:**
Proposals are required to submit by email or in 1 sealed envelope clearly labeled **RFP: Branding & Communication Plan and Collaterals**
United Nations Development Programme

Attn: Procurement Associate
3rd Floor, Lawrence Nicholas Building. Belmopan
Cayo District, Belize, C.A.
Tel: (501) 822-2688, 0467, 4228
Email: procurement.bz@undp.org

Deadline for Application: Thursday, September 22, 2022 at 5:00 p.m.