

TERMS OF REFERENCE (TOR) FOR EXPERT COMMUNICATIONS FIRM

GENERAL INFORMATION

Services/Work Description:	Development and implementation of the post-TRRC strategic communications plan
Employer:	Ministry of Justice
Contract Type:	Consultancy, Expert Firm
Duration:	9 months
Expected Start Date:	March 2024

1. BACKGROUND

In December 2017, the Gambia Government established the Truth, Reconciliation, and Reparations Commission (TRRC) through an Act of the National Assembly. The Commission's mandate was to investigate and record impartially the nature, causes, and extent of human rights violations between 1994 and January 2017 and consider reparations for victims. On 25 November 2021, the TRRC submitted its final report, consisting of seventeen volumes, to the President. On 24 December 2021, the Gambian Government, following the Act's guidelines, distributed copies of the report to stakeholders and published it online simultaneously.

The government, through the Attorney General's Chambers & the Ministry of Justice, initiated a call for position papers from the public regarding the TRRC report. To ensure comprehensive consultation, innovative methods were employed, including direct outreach to traditionally marginalized groups and one-on-one informal consultations with key victim-led organizations. These informal discussions not only provided valuable insights into public expectations but also contextualized the implementation process. Reports, feedback, and position papers received from the public, civil society organizations, victims, educational institutions, and international partners were instrumental in preparing the White Paper which, as a result, reflects a wide array of perspectives from all stakeholders.

Subsequently, the government organized a 2-day National Stakeholder Conference, from 12-13 May 2023 to formally present an Implementation Plan to all stakeholders and partners and to garner their support in terms of resources and funding. The conference facilitated extensive discussions regarding the implementation process while promoting awareness and comprehension of the TRRC findings and recommendations. Addressing challenges and opportunities was also a significant aspect of the conference, alongside fostering collaboration and coordination among stakeholders and partners and providing an essential platform for victims and civil society organizations to express their concerns, needs, and actively contribute to the Implementation Plan.

2. SCOPE OF THE WORK

The Ministry of Justice and Attorney General’s Chambers seeks the services of an expert communications firm to:

- Develop a comprehensive communication strategy for the implementation of the TRRC recommendations, aligned with government goals, emphasizing transparency, accuracy, and public awareness.
- Develop a 2024 communications workplan based on the communication strategy.
- Develop a Brand Manual, including standard communication templates.
- Support the implementation of the 2024 communications workplan, including covering events and post-TRRC activities (taking pictures, producing highlight videos, and developing human interest stories), and the production of other audio-visual materials for dissemination.
- Support the dissemination of key updates through various channels, including online and print through press releases, official statements, social media adverts, radio and television content.
- Provide tailored communications for key populations, addressing unique needs and concerns, especially victims of human rights violations.
- Provide local language, as well as sign language interpretation services during official events, and in audio visual productions.
- Implement a monitoring and evaluation mechanism to assess the impact of communication strategies, including through perception surveys, media monitoring.. etc.
- Gather feedback from the public and stakeholders to refine communication approaches, which shall be reported back to the Steering Committee on the Implementation of the TRRC Recommendations.
- Provide communications training and mentorship to the MOJ Communications Officer and other post-TRRC Unit members.

3. EXPECTED OUTPUTS AND DELIVERABLES

	Deliverables / Outputs	Estimated Duration	Approving Authority
1	A comprehensive communication strategy for the implementation of the TRRC recommendations (2024-2027)	Within 1 month, in March 2024	Special Adviser on Transitional Justice
2	2024 communications workplan based on the communication strategy	Within 1 month, in March 2024	Special Adviser on Transitional Justice
3	A baseline report on public, as well as victims’ opinions and expectations regarding the Government’s communication efforts on post-TRRC issues	Within 1 month, in March 2024	Special Adviser on Transitional Justice
4	A Brand Manual, including standard communication templates	Within 2 months, in April 2024	Special Adviser on Transitional Justice

5	A compilation of pictures, videos, human interest stories and any audio-visual materials produced in the implementation of the 2024 workplan, including sub-titling	In May, August and November 2024	Special Adviser on Transitional Justice
6	Event coverage, including local language and /or sign language interpretation services	Every month between March to November 2024	Special Adviser on Transitional Justice
7	Report on communications training and mentorship provided to the MOJ Communications Officer and other post-TRRC Unit members, including recommendations on knowledge transfer and continuous communications capacity building	September 2024	Special Adviser on Transitional Justice
8	Report following monitoring of public and victims' opinions and expectations regarding the Government's communication efforts on post-TRRC issues, with recommendations on necessary revisions to the Communication Strategy and/or 2024 workplan	In May and November 2024	Special Adviser on Transitional Justice
9	Final consultancy report on opportunities, challenges, best practices, lessons learnt and recommendation during implementation of the 2024 workplan	November 2024	Special Adviser on Transitional Justice

4. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The selected firm will report to and submit deliverables to the Special Adviser on Transitional Justice, who would provide guidance and assess the quality of the deliverables. The firm will be required to work closely with members of the Post-TRRC Unit.

5. REQUIRED EXPERTISE

Bidding firms are required to propose a team comprising the following expertise:

- Writer
- Editor
- Graphic Designer
- Videographer
- Photographer
- Producer
- Translators (Sign language, English, Wolof, Mandinka and Fula)

6. DURATION OF THE WORK

The duration of this contract is from March to November 2024.

7. QUALIFICATIONS REQUIRED FOR EACH PROPOSED TEAM MEMBER

To qualify, bidding firms are required to submit the CVs of each of their proposed team members, who must have at least 3 years of work experience each in their area of expertise, as well as at least, a high school certificate.

A team led must be identified, with the following minimum qualifications, who will be fully dedicated to this consultancy/act at the Ministry of Justice's focal point with the firm.

a) Academic Qualifications

- A bachelor's degree in media, film production or communications, or post high-school certificate with seven years of relevant experience.

b) Professional experience

- Five years professional experience in an area of specialization (writing, media production, visual journalism, photography, graphic design, editing, etc.).
- Substantial experience engaging with and collaborating with government, private sector or civil society and human rights stakeholders.
- Similar experience developing results-oriented communication products and material for the public or private enterprises.

c) Competencies

- Communication
- Working with People
- Drive for Results

d) Language and other skills

- Strong knowledge of English, including the ability to present clearly and concisely ideas and concepts in written and oral form.
- Capacity to communicate fluently with different stakeholders, and
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet and design applications will be required.

Important Note:

Bidding firms are required to have the following professional and technical qualifications and only those who hold these qualifications will be shortlisted and contacted. Firms are strongly encouraged to include women, young people and/or Persons with Disabilities as part of their proposed teams.

8. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, any qualified and interested bidder must submit a Technical and Financial Proposal. The Technical proposal must include a motivational letter, a proposed methodology to complete this consultancy, and CVs for each of its proposed team members, indicating who would lead the team. The Financial proposal should include the firm's all-inclusive daily rate based on the expertise of its proposed lead consultant, as well as a detailed breakdown of the hourly rates for each proposed team member.

Your meticulous attention to these details will be crucial in ensuring a thorough evaluation of your proposal. Accordingly, Firms will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
 - a. Technical Criteria weight is **70%**
 - b. Financial Criteria weight is **30%**

Criteria	Weight	Max. Point
Technical Competence (based on CVs and motivational letter)	70%	70
Criteria A1 (Lead Expert): Evidence of qualifications - A bachelor's degree in media, film production or communications, or post high-school certificate with seven years of relevant experience.		10
Criteria A2 (All other proposed team members): Evidence of qualifications – high school certificate.		10
Criteria B1: Adequate work experience – <ul style="list-style-type: none"> ● Five years professional experience in an area of specialization ● Substantial experience engaging with and collaborating with government, civil society, private sector and human rights stakeholders ● Similar experience developing results-oriented communication products and material for the public or private enterprises 		15
Criteria B2: Adequate work experience – at least 3 years of work experience each in their area of expertise		15
Methodology – well-structured and written, demonstrating deep understanding of the assignment and local context knowledge		20
The daily fees of the lead consultant, as well as the hourly rates of other proposed team members in the financial proposal must be all-inclusive and take into account various expenses expected to be incurred during the contract, including: <ul style="list-style-type: none"> ○ The daily professional fee ○ Transportation costs 	30%	30

<ul style="list-style-type: none"> o Communications, utilities and consumables o Life, health and any other insurance o Any other relevant expenses related to the performance of services under the contract 		
Total Score	Technical Score * 70% + Financial Score * 30%	

9. EVALUATION METHODOLOGY

Contract award shall be made to the bidder whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the cumulative highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Only candidates obtaining a minimum of 70% from the maximum available technical score (70 points) would be considered for the Financial Evaluation. The maximum number of points assigned to the financial proposal is allocated to the lowest price proposal and will be equal to 30. The proposal obtaining the overall cumulatively highest score after adding the score of the technical criteria and the financial proposal will be considered as the most compliant offer.

10. PAYMENT AUTHORITY

The qualified consultant shall receive his/her upon certification of the completed tasks as satisfactory by the Special Adviser, as per the following payment schedule:

Payment Installment	Deliverables or documents to be delivered	Approval should be obtained	% of Payment
1 st	Submission of a comprehensive communication strategy for the implementation of the TRRC recommendations (2023-2027); Submission of a 2024 communications workplan based on the communication strategy.	Attorney General and Minister of Justice certifies satisfactory completion of agreed tasks	25%
2 nd	Submission of Brand Manual; Submission of Report indicating ways in which firm has supported the implementation of the 2024 communication workplan from March to May 2024.	based on which UNDP RR/DRR	25%

Payment Installment	Deliverables or documents to be delivered	Approval should be obtained	% of Payment
3 rd	Submission of Report on communications training and mentorship provided to the MOJ Communications Officer and other post-TRRC Unit members, including recommendations on knowledge transfer and continuous communications capacity building; Submission of Report indicating ways in which firm has supported the implementation of the 2024 communication workplan from May to September 2024.	certifies payment request	25%
4 th	Submission of analytic report on the monitoring of public and victims' opinions and expectations between March to November 2024, with recommendations on necessary revisions to the Communication Strategy; Submission of final consultancy report indicating tasks completed, challenges and recommendations; Submission of all visibility and communication material produced during course of consultancy in electronic form.		25%

11. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of the Attorney Generals Chambers & the Ministry of Justice.

12. HOW TO APPLY AND ANNEXES TO THE TOR

Interested firms are to submit two documents, a Technical and a Financial proposal to posttrrc@moj.gov.gm no later than 23 February 2024. Please read section 8 of this ToR for details of what to include in the Technical and Financial proposal.

Interested firms are also encouraged to read the Government's White Paper on the TRRC recommendations, and its subsequent Implementation Plan, both available for download here: <https://www.moj.gm/downloads>

This TOR is approved by:

Signature:

Ida Persson

Date:

2/7/2024

Name and Designation: Ida Persson, Special Adviser to the Minister of Justice on Transitional Justice