



Term of Reference (ToR) for Digital Campaigns

PMC is contracting the consultant to carry out Digital Campaigns that allow the PMC to make key messages available to and/or collect data from target group audiences via Interactive Voice Response (IVR) and/or SMS on mobile phones.

Population Media Center (PMC), in partnership with UNFPA, is undertaking a project towards ending gender-based violence (GBV), harmful practices (HPs), promoting sexual reproductive health (SRH), and social cohesion in some regions of the country.

The major activities include:

- Production of radio serial drama and talk show on the eradication of Female Genital Mutilation (FGM), negative social norms, and social cohesion.
- Broadcasting the talk shows to the target audience and establishing a listener group are the major activities during the implementation period, among others.

In addition to broadcasting the radio serial dramas for four months, PMC intends to promote key issues related to GBV, HPs, SRH, and peace using digital media for two months. The Interactive Voice Response (IVR) is perhaps the most effective approach and user-friendly for our purpose.

Main IVR features:

- allow callers to re-listen to information,
- language selector to allow for the end beneficiary to listen in a language of their preference and
- Different message flow logics: depending on the respondents path and selection they make.

Digital messaging campaign is an outbound campaign which pushes information to your end beneficiaries through a phone call using Interactive Voice Response (IVR). The beneficiaries can be grouped to receive different content based on gender, location, age or intended messaging.

Messaging campaign features:

- Missed call/ flash call back system where callers can select to be called back and can access the content for free in their time of need
- Retry patterns: can be planned at certain times of the day to boost pick up rates
- Options to add a top up incentive to encourage beneficiaries to listen to the information.

(a) Obligation of the Consultant

The consultant will disseminate/host ten (10) messages each 2-3 minutes long to 100 people for a minimum duration of two months. Also, will provide the following services:

- Advise on content, campaign design and build engagement flow, and provide ongoing engagement optimization.
- Provide professional translation services when IVR is used including studio-quality recording of messaging.
- Maintain telephone lines and servers, monitor data, and ensure technical functionality.
- Monitor the usage of airtime by PMC and inform them if the account is running out of airtime.
- Provide PMC with static monthly and end of project report(s) outlining how subscribers are engaging with the content.
- Collect feedback from the targeted audience, conduct a thorough analysis, and compile a comprehensive report for the Population Media Center (PMC).

(b) Obligation of PMC

- Provide content scripts for translation, recording and uploading.
- Collaborate with consultant to design and build engagement flow.
- Ministry approval of content and recordings, if needed.
- If the content is targeting known telephone numbers, provide known numbers in the Excel template shared by consultant.
- For inbound Digital Campaigns, publicize the existence of the phone number among target audiences.

Qualifications and Experience:

The consultant should have:

1. Working with NGOs in the digital campaign for at least five years at a national and international level is advantageous.
2. Familiarity with how IVR systems work, including call flow design, voice prompts, and user interaction.
3. Ability to configure and manage servers.
4. Understanding of network security to protect data transmitted via IVR.
5. Knowledge of databases for storing and retrieving user data, responses, and logs related to IVR
6. Experience with programming languages and scripting used for IVR systems
7. A strong understanding of Digital Campaign principles and practices,
8. Experience in conducting research and analysis, and developing Digital Campaign
9. Excellent writing and presentation skills
10. Ability to use tools and techniques for monitoring and analyzing the performance of IVR and skills in generating reports on system usage, user interactions, and campaign effectiveness.

Submission Requirements:

Interested consultants should submit the following:

1. A technical proposal outlining their approach, methodology, and timeline for the consultancy,
2. A financial proposal detailing their costs and fees in Ethiopian Birr,
3. The firm or consultant is required to attach a detailed timetable outlining the schedule for all activity deliverables.
4. A CV or resume highlighting their relevant experience and qualifications,
5. A sample of their previous work, such as a report or presentation, that demonstrates their writing and analytical skills,

Application process

The bidder should submit their technical and financial proposals with separate sealed envelopes to PMC-E, Addis Ababa located around Bambis Mekane Yesus BDG, 7th Floor during working hours within seven working days from the day of this announcement.