

Terms Of Reference

Service: Consultancy for Public Relation for National Social Protection Agency

(Iulaan No: (IUL)199-GAS/199/2025/125)

Type of Contract	Service Contract (Firm)
Duration	6 months

Background

The National Social Protection Agency (NSPA), formed under the National Social Health Insurance Act on 27th August 2008 is mandated to administer the National Social Health Insurance Scheme and by an executive order under the same act mandated to conduct social protection programs identified by the government of Maldives. NSPA is also the agency responsible for regulating and conducting Social Protection programs under the Social Protections Act.

Objectives:

NSPA is seeking a professional agency with expertise in both written and visual content creation to increase public awareness on NSPA services and digitalization of NSPA's applications on OneGov platform. The firm will provide Public Relations (PR) support to immediately help NSPA formulate communication plan / strategy for information dissemination under the guidance of the Management and to develop materials to create awareness on NSPA's mandate, current work on digitalization and will work closely with all relevant sections and the relevant staff of the agency.

Scope of work:

1. Communication Plan Implementation

- Extend and incorporate the Communication Plan provided by the agency to strengthen and guide all external communication and outreach activities.

2. Brand Identity Development

- Develop the logo and overall branding for the agency, ensuring consistency across all communication materials and platforms

3. Development of awareness materials in both Dhivehi and English language:

a. Spot videos on NSPA services on OneGov platform:

- Develop short, engaging videos demonstrating the application submission process and overall use of the online platform.

b. Program-related Video and Audio Clips:

- Produce video and audio content highlighting programs and initiatives implemented by the agency.

c. Social Media Content and Templates:

- Develop and design social media templates for Instagram, Facebook, Twitter, and TikTok, and create engaging content tailored to each platform to support brand messaging and audience engagement.

d. Presentations and Infographic posters:

- Design and prepare presentations and infographic posters to visually communicate key initiatives, achievements, statistics and updates.

4. Media Coordination and Outreach:

a. An Electronic media/ press Kit:

- Develop a comprehensive electronic press kit, including templates / pamphlets / brochures and other materials for the agency's public outreach programs.

b. Prepare press briefs and coordinate online media publications (articles, blogs, and digital press releases).

c. Identify and approach TV programs for interviews, talk shows, or panel discussions, coordinating all related aspects including scheduling, scripts, logistics, and other media requirements.

d. Team or individual team members to travel and work alongside relevant sections to make travel arrangements for outreach sessions

Materials design and development under the consultancy to be finalized in consultation with NSPA's management.

Team Composition and Required Expertise

The selected service provider (firm, agency, or team) must demonstrate a collective capacity to deliver high-quality multimedia content and public relations materials. The team should consist of qualified professionals with complementary skill sets across the following areas:

1. Collective Required Skills and Expertise:

- Project coordination & client engagement (managing timelines, communication, approvals)
- Video production & editing (e.g., filming, post-production, audio-visual integration)
- Graphic design & illustration (e.g., branding, digital assets, layout design)
- Animation & motion graphics (2D/3D animation for explainer videos or social media)
- Scriptwriting & storyboarding (narrative development, messaging for PR and media)
- Public relations & media communication (press releases, campaign messaging)

2. The team must collectively demonstrate:

- A minimum of 5 years of combined experience in multimedia production and public relations
- Minimum 5 projects in the field of media relations/ Public Relations/ Mass Communication
- Proficiency in industry-standard software and tools (e.g., Adobe Creative Suite, Final Cut Pro, After Effects, Blender)
- The ability to work collaboratively and meet deadlines under a project-based delivery model
- Respond positively to critical feedback and differing points of view; and
- Demonstrate openness to change and ability to manage complexities
- Incorporate feedback and provide up to three (3) rounds of revisions/redrafts per deliverable at no additional cost.

The proposal must include short bios or qualifications of key personnel, outlining their roles within the team and relevant experience contributing to the collective skills set. The composition of the team is flexible, provided that the provider demonstrates the ability to deliver all elements of the scope effectively.

Cumulative analysis

The proposals will be evaluated using the cumulative analysis method with a split 60% technical and 40% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract. Applications will be evaluated technically, and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below: When using this weighted scoring method, the award of the contract may be made to the individual/firm whose offer has been evaluated and determined as:

a) Responsive/compliant/acceptable, and

b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

- Technical Criteria weighting; 60%

- Financial Criteria weighting; 40%

Criteria	Points	Percentage
Required Skills and Expertise		15%
<ul style="list-style-type: none"> • Project coordination & client engagement (managing timelines, communication, approvals) • Video production & editing (e.g., filming, post-production, audio-visual integration) • Graphic design & illustration (e.g., branding, digital assets, layout design) • Animation & motion graphics (2D/3D animation for explainer videos or social media) • Scriptwriting & storyboarding (narrative development, messaging for PR and media) • Public relations & media communication (press releases, campaign messaging) 	15	
Experience and Competencies		45%

<ul style="list-style-type: none"> Minimum of 5 years of combined experience in multimedia production and public relations 	10	
<ul style="list-style-type: none"> Minimum 5 projects in the field of media relations/ Public Relations/ Mass Communication 	10	
<ul style="list-style-type: none"> Proficiency in industry-standard software and tools 	10	
<ul style="list-style-type: none"> The ability to work collaboratively and meet deadlines under a project-based delivery model 	5	
<ul style="list-style-type: none"> Incorporate feedback and provide up to three (3) rounds of revisions/redrafts per deliverable at no additional cost. 	10	
TECHNICAL CRITERIA		60%
FINANCIAL CRITERIA -Lowest Price		40%
TOTAL		100%

Documents to be included when submitting the PR Proposal

Documentary evidence required.

- Letter expressing the interest
- ID card copies/ company registration copy
- Curriculum Vitae for Individuals
- Company profiles for firms (with details of individual team members)
- Attested copies of reference letters from all past similar projects (with deadline and completion dates), as well as the contact details of at least two (2) professional references
- Completed certificates and trainings related to industry-standard software and tools
- Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs including number of anticipated working days

Intellectual Property

The materials developed by the firm for this assignment will remain as the intellectual property of National Social Protection Agency. This means the firm/individuals will not be able to use or distribute any part of the developed materials without prior written consent of NSPA.

NSPA will require the developed materials to be original and not infringe on any copyrights and intellectual property rights. The firm must ensure any materials used are created in-house or have the necessary license and permission to use.

NSPA will retain the right to modify reproduction or distribute any developed materials as required.

Deliverables and Tentative Schedule

The duration of this assignment is six (6) months, estimated from November 2025 to April 2026.

Tentative schedule is as follows; payment schedule is provided below which is according to the deliverables. Upon receiving the following deliverables, payment in following the below schedule will be made.

Deliverables	Deadline from date of award	Payment percentage
Proposal and Work Plan Finalize Communication Plan	Week 1	20 %
Draft - Branding development Draft – Social media templates Draft - Content/ Spot Videos	Week 2	
Finalize - Branding development Finalize – Social media templates Finalize – Content / Spot Videos	Week 3	
Drafting and Finalizing Electronic media/ press Kit Media Coordination and Outreach Plan	Week 4	30%
Based on requirement of Agency – along with proposal and work plan to be decided	Week 5 - Week 24	50%