



KINGDOM OF CAMBODIA

Ministry of Interior (MOI)
Demand for Good Governance Project (DFGG)
IDA Grant No.H4410-KH

Request for Expression of Interest

COMMUNICATION SUPPORT FOR GOOD GOVERNANCE KNOWLEDGE AND LEARNING PROGRAM (Consultant's Service-NGO)

For Project Coordination Office (PCO), Ministry of Interior (MOI)

1. The Royal Government of Cambodia (RGC) through the Ministry of Economy and Finance (MEF) has received IDA Grant No.H4410-KH from the International Development Association (IDA) towards the costs of the Demand for Good Governance Project. The development objective of the DFGGP is to promote good governance in Cambodia in order to sustain economic growth and poverty reduction. This involves design of the overall project components, agreeing on main project objectives, indicators and outcomes.
2. The Ministry of Interior (MOI), Project Coordination Office (PCO) as the implementing agency for DFGG intends to use part of the proceeds of the grant for the services of NGO to assist the MOI/PCO in designing, producing, disseminating, monitoring, evaluating and reporting on activities and impacts of a series of thematic training courses through a full range of communications activity and media tools to convey information to DFGG stakeholders and to general audiences on a number of good governance and social accountability themes as identified by DFGG. These activities, to be implemented for the duration of the DFGG project, will operate in tandem with, and link programmatically with a series of up to 14 training courses related to good governance, social accountability and citizen engagement to be launched in the latter part of this current year, and run throughout the remainder of the project, to end of February 2013.
3. Where appropriate for each of the thematic issues during the 15 month period, the bidder will identify appropriate messages for each target group, design, produce and disseminate media, do monitoring and evaluation of communications campaigns, and share in the capacity building experiences with appropriate PCO staff who will be participating in the communications work throughout the period. The bidder will perform their tasks working alongside appropriate PCO staff, counterparts, and technical consultants so that appropriate communication skills and techniques in managing communication programs are transferred to the bidding organization staff.

4. Qualification and Experience Requirements

An NGO/multi-media production agency with proven experience in applying communications/social marketing methods, and also possess the following qualifications:

1. An organization with at least 8 years of experience in managing a range of communication services needed for state and non-state audiences.

2. An organization with over 8 years of experience in communicating governance-related topics and documented experience working on democracy and governance programs and issues.
Experience working with donor funded programs and project
3. Tracking record of staff assigned to technical tasks possess at least a Bachelor Degree in a communication field or an appropriate certificate in their media tasks.
4. Principal staff assigned to this project must have at least 10 years experiences managing governance and communication programs.
5. Experienced in a variety of print and electronic media to include information packets (folders, fact sheets, brochures, etc), press releases, quarterly reports writing, video dramatizations, User Guides, branding, etc.
6. Demonstrated practical experience in the set up and updating of various webpage programs, social media, and developing stories for web sites.
7. Ability to provide an effective training to project communications staff.
8. Staff assigned to the project must have excellent written skills in English and Khmer (all the communications products shall be in Khmer).
9. Key personnel who will be assigned to work with DFGG/MOI staff to implement communication activities and materials for the CTP should include the following staff:

a) Team Leader/Communication Specialist: overall in charge of the NGO communication team in liaison with DFGG personnel, PCO ITA and NA's, relevant MOI staff. Coordinates with ITA for communications (when in-country) and NA for partnerships and communications to help coordinate meetings with CTP thematic course developers and oversees the work for training and outreach; meets with CTP thematic course developers and with staff, designs the training and outreach support activities and materials required for each theme; assigns materials production and dissemination tasks to relevant team members and assures timely completion of all tasks. This person must be experienced in governance, communications management or governance-type campaigns.

b) Communication Specialist/CTP designer/production: Together with Team Leader/Communication Specialist and other relevant staff from PCO, meets with relevant CTP thematic course developers assigned to the training and develops the media materials for each thematic course; these materials can include existing materials for adaptation by PCO as well as new materials to be produced; assists in disseminating and utilization of the course materials during each training activity. Experienced in production, dissemination and utilization of training materials, using PC desktop publishing software and appropriate electronic media for non-broadcast use for the CTP.

c) Communication Specialist/Outreach-Mass Media/production: Together with Team Leader/Communication Specialist and other relevant staff from PCO, helps identify appropriate outreach and mass media programs, materials and activities that will support each thematic course. Produces publications and electronic media as appropriate for each theme, collaborating with national and regional/local mass media in target communities per the communication work plan. Experienced in production

and use of various mass media to include new media (social media) for expanded outreach.

d) Communication Specialist/M&E-Reporting: responsible for designing follow up studies and field trips to assess post-training activities of each group participating in the training, and setting up the mechanism to obtain feedback from NGO's and government officials in appropriate target communities; along with PCO staff, oversee the coverage of thematic course proceedings for each course; based on information and data recorded/covered in each course, prepare appropriate print and electronic media materials on outcomes and lessons learned for each training and outreach results to various audiences (press releases, web site stories for DFGG/PCO and other partner web sites; PCO routine reports and to other stakeholders on progress and outcomes for the CTP and outreach program. Provide reports to PCO M&E unit to coordinate with overall DFGG progress and input to their reports on overall program per the M&E results framework. Experienced in M&E studies and reporting.

5. Demand for Good Governance Project invites expression of interest from qualified and experienced NGO to undertake the above mentioned services which are further detailed in the Term of Reference for this assignment. The successful consultant will be selected through the Quality and Cost Based Selection (QCBS) method in accordance with the provision of section II, under the World Bank's Guideline: Selection and Employment of the Consultants by World Bank Borrowers, May 2004 (revised October 2006).
6. In submitting their Expression of Interest, interested NGOs must provide their detailed information indicating they are qualified to perform the services (Profile, description of similar assignments, similar assignment, experiences in similar conditions, experiences in Cambodia, availability and curriculum vitae of key permanent staff etc.) Expression of Interest may be submitted electronically followed by the submission of hard copy as well. If EOI is submitted hard copy, consultant must also provide an electronic copy.
7. Copies of the detailed Terms of Reference in English for this assignment are available from the address below during office hours from 08.00 to 12.00 hours and 14.00 to 17.00 hours (local time) from Monday to Friday or visit following website; http://www.interior.gov.kh/wb_general_advertisement.asp
8. Expressions of Interest must be submitted to the address or email below **on or before 6 December 2011 at 17:30 hours (local time).**

**Ministry of Interior (MOI), Demand for Good Governance Project (DFGG Project)
Project Coordination Office (PCO), Main Building, First Floor, Room No. 214
No. 275, Norodom Blvd, Tonle Bassac, Khan Chamkarmon, Phnom Penh, Cambodia
Attn: Mr. HOV Lenin, Chief of Procurement Unit
Tel: (855) 23- 727 579, Fax: (855) 23- 987 082, E-mail: hovnin@gmail.com**