

TITLE	Design of a Media & PR Campaign on Road Safety for Children
LOCATION OF ASSIGNMENT	Kingston, Jamaica
TYPE OF CONSULTANCY	INDIVIDUAL / INSTITUTIONAL
LANGUAGE(S) REQUIRED	English
DURATION OF CONTRACT	9 months
CONSULTANT REPORTING TO	UNICEF Education Specialist

I. BACKGROUND

Road safety is a significant challenge globally, and particularly so for Jamaica. In 2019, a total of 426 persons were killed in motor vehicle crashes in Jamaica – the highest number in 16 years. In terms of national causes of death, traffic accidents rank in the top 20 at #13 behind heart attacks, high blood pressure and cancer. Eighty-five per cent of these accidents are largely caused by speeding and careless driving.

Child/youth pedestrians (aged 19 and under) represent the most vulnerable group of road users. Given the country's high school enrolment rates (pre-primary enrolment at 99.7%, primary at 92.1% and secondary at 94.5%), during school months hundreds of thousands of children are on the roads on a daily basis. Every one of them should be safe while on the road.

At all levels, the exposure of children and young people to road traffic injury without adequate protection reflects a failure to uphold and implement the Convention on the Rights of the Child (CRC), namely articles 19 and 24.

In an effort to address the rights of children to journey to and from school safely, UNICEF partnered with Jamaica National (JN) Foundation to implement a road safety initiative, the X Marks the Spot Road Safety Project.

II. ABOUT THE PROJECT

The X Marks the Spot Road Safety project represents a collaborative effort between the JN Foundation and UNICEF, in line with the CRC and United Nation's Decade of Action for Road Safety. The project was piloted in 2017, and a second phase of activities began in March 2018 and will continue until March 2021.

To date, the project has delivered major infrastructure upgrades at six school crossing zones island-wide, supported the Jamaica Constabulary school road safety programme, and produced a number of media assets for use in supporting the messaging of road safety for children.

During 2020 and early 2021 the project intends to deliver the following key outputs:

- A minimum of 40 more school crossings maintained across the island.
- At least two additional major infrastructural rehabilitations at school crossing zones in areas of high risk.
- Police led road safety school visits with behavioural training components extended to reach a total of 15,000 primary school children in the year.
- Road safety awareness media campaign designed and implemented.

III. ABOUT THE CONSULTANCY

A key output of the project is a road safety awareness media and Public Relations campaign, for which this consultancy is required. The goals of the campaign are to:

- Raise public awareness about the X Marks the Spot project.
- Educate children and the general public on good road safety practices, with a focus on journeys to and from school, and with consideration to the distancing regulations and hygiene practices required in public spaces since COVID-19.
- Influence decision-making on road safety policy, specifically to advocate for Jamaica's signing of the UN's Road Safety Conventions.

Scope of Work

Under the guidance of UNICEF Education and Communication team and with support of project partners, the consultant/firm is required to produce the following:

A captivating, informative and memorable media campaign that involves and highlights the work of identified stakeholders and effectively reaches the various target audiences.

In delivering the above, the project partners expect that the successful candidate will address the following:

- Develop a **creative media campaign** concept.
- Develop specific **campaign communication objectives** and **key messages** for primary and secondary target audiences.
- Produce a **range of print and digital media assets** to be used in the media campaign and related PR strategy to be placed/shared on traditional and social media, including:
 - Images: A series of photos/photo essays depicting what a safe journey to and from school involves for children, including COVID-19 related stipulations. Minimum of 20 photos.
 - Videos: Minimum of three (3) videos, including a general video about the importance of road safety to be viewed in schools; and minimum two (2) video

Public Service Announcements (PSAs) with key campaign messages (30- and 60-second length).

- Human interest stories: Minimum of three stories based on interviews with teachers, parents/caregivers, stakeholders and/or children to illustrate and underscore the human impact of road safety.
- Feature stories/articles about the project: Minimum of three articles to outline the progress of the project and its related achievements.

Note: The quantity of print and digital assets will be finalized in discussion with the selected consultant.

- Develop a **proposal for optimal media placement** of campaign assets, including free-to-air placement and negotiated costs for paid placement in traditional media, as well as scheduling of media interviews and engagement in media activities for PR purposes.
- Outline **tools and indicators** to measure the effectiveness of the implementation of the campaign against agreed communication objectives.

IV. DELIVERABLES, TIMELINES & PAYMENT

The media and PR campaign consultancy is anticipated to be for a period of nine months with an initial focus in the first three months to be able to deliver messages linked to safe return to school after COVID-19.

Deliverables	Timeline	Payment
1. Report/Presentation with concept, communication objectives and key messaging, media placement plan, as well as measurement tools and indicators	Month 1	20%
2. Print and Digital media assets, including at least: <ul style="list-style-type: none"> a. One general road safety video (three to six minute length) to support in-school teaching and training activities. b. 2 PSA-length videos (30s, 60s) c. Images depicting safe journey to and from school, with a focus on the return to school in September 2020 	by Month 4	35%
3. Human Interest Stories, Feature Articles and other placements, to include: <ul style="list-style-type: none"> a. At least three human interest stories b. At least three feature articles c. At least two media interviews 	by Month 8	35%

4. Final summary report of deliverables, placements and measurement	Month 9	10%
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Reporting Responsibilities

The successful candidate will report to UNICEF Education Specialist and will inform regularly the X-Marks the Spot Project Committee comprising of representatives of the partnering organisations (UNICEF and JN).

V. SUBMISSION AND SELECTION PROCESS

A consultant/firm will be selected following a competitive process. To be considered, an individual or agency must submit:

1. A **technical proposal**, including:
 - a. Professional portfolio, including work samples and list of references.
 - b. Composition of the team to be assigned, including the experience and qualifications of each member and the team leader/focal point.
2. A **financial proposal**, including:
 - a. Detailed cost estimate for all deliverables outlined in the TOR in Jamaican dollars.
 - b. Indication of any possible cost-saving opportunities that can be leveraged by the organization.

Qualifications

- Bachelor's degree in communication/marketing/public relations or related fields.
- Minimum eight (8) progressive years of experience and proven capacities in communication/marketing/public relations or related fields.
- Demonstrable experience in production of high-quality video, print and photo assets considered a strong asset.
- Demonstrable experience in designing campaigns to advocate on development issues through private or public sector considered a strong asset.
- Ability to effectively manage significant projects, producing agreed deliverables within specified deadlines.
- Excellent written, oral and inter-personal communication skills.

Timelines

- 19th July 2020 Submission of proposal and cost estimate.
- 31th July 2020 Notification of selected organization.
- August 2020- April 2021 Production and placement of all media assets, and ongoing PR deliverables

Criteria for Selection

Candidates will be evaluated based on a cumulative methodology, i.e. the award of the contract will be made to the candidate whose offer has been evaluated and determined as:

1. Responsive/compliant/acceptable, and
2. Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Technical component score Max 80 points

Financial component score Max 20 points

Total score Max 100 points

Only candidates obtaining a minimum of 65 points (of the total technical points) will be considered for the financial evaluation.

Technical Evaluation

Technical Criteria	Technical Sub-criteria	Maximum Points
Education	Bachelor's degree in communication/marketing/public relations or related fields	15
Work Experience	Minimum eight (8) progressive years of experience and proven capacities in communication/marketing/public relations or related fields.	25
Knowledge & Skills	Experience in production of high-quality video, print and photo assets	10
	Experience in designing campaigns to advocate on development issues	10

	Ability to effectively manage significant projects, producing agreed deliverables within specified deadlines	10
	Excellent written, oral and inter-personal communication skills	10
Total Maximum obtained for Technical Criteria	(Note: the total maximum score must be equivalent to the weight assigned to the technical score)	80
Minimum score for technical compliance		65

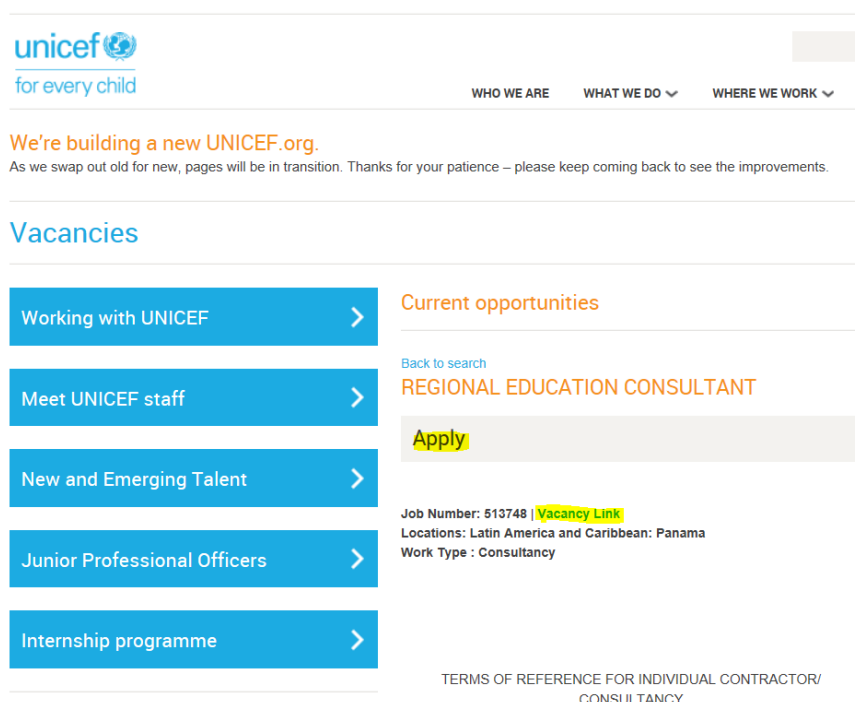
HOW TO APPLY

To apply, **click** on the Apply link found either at the beginning or at the end. Submit the supporting documents and 3 references.

- **Technical Proposal must be submitted as a separate document.**
- **Financial Proposal must be submitted as a separate document.**

In case of doubts please send your queries to Charlene [Buckley \(cbuckley@unicef.org\)](mailto:cbuckley@unicef.org) at least 3 working days before the deadline.

Example:



The screenshot shows the UNICEF.org website header with the logo and navigation links: WHO WE ARE, WHAT WE DO, and WHERE WE WORK. Below the header, a message states: "We're building a new UNICEF.org. As we swap out old for new, pages will be in transition. Thanks for your patience – please keep coming back to see the improvements." The main section is titled "Vacancies" and features a list of job categories on the left: Working with UNICEF, Meet UNICEF staff, New and Emerging Talent, Junior Professional Officers, and Internship programme. On the right, under "Current opportunities", there is a link "Back to search" and a job listing for "REGIONAL EDUCATION CONSULTANT". Below the job listing is a yellow "Apply" button. At the bottom of the job listing, it says: "Job Number: 513748 | Vacancy Link", "Locations: Latin America and Caribbean: Panama", and "Work Type : Consultancy". At the very bottom of the page, it says "TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTOR/ CONSULTANCY".