

TERMS OF REFERENCE

COPYWRITER/CONTENT WRITER FOR IMSMED Project

Background

Ministry of Economic Development (MED) through its Enterprise Development (ED) has been working to establish a sustainable model to provide support and assistance for Micros Small Medium Enterprises (MSME's) in the country. The SME ACT (2013), which seeks to provide access to finance; promote business skills, experience and market power of the MSME sector; coordinate Government policies and programs for MSMEs; and provide employment opportunities with MSMEs - to facilitate the sector becoming an innovative, resilient and locally and globally competitive force.

The government through the financial assistance from the ADB and IDB under the IMSMED Project, has established 6 Business Centers (BC) in 6 regions of Maldives to provide its support to all the inhabited islands of Maldives with the broad vision of local economic development and in supporting the development of SMEs.

The Copywriter/ Content Writer to be recruited under the project for a period of 6 months would be responsible to develop a variety of unique materials for the MED and ED website, articles for newspapers/magazines, success stories (financial schemes and on clients of BC), social media promotion and developing a newsletter for promoting the work of Enterprise Development.

The Consultant will be expected to work closely with the Marketing and Communication specialist under the overall guidance of the Enterprise Development Team. The consultant will contribute to the development of engaging content that can be used in marketing and outreach of the work of Enterprise Development to the general public

The responsibility of the local consultant is to ensure the planning, developing and implementation of public relations strategies and implementation of and maintenance of existing communication guidelines of MED and ED; (i) engaging with target audiences through social media, email campaigns, and website updates; (ii) creating effective communication materials that target various audiences (including an national & international audience, Donors, policy makers, and beneficiaries) through brochures, project briefs, and a quarterly newsletter; and (iii) identifying and capturing stories to be shared, including case studies, success stories, and project narratives.

Scope of Work

The Copywriter/ Content Writer is expected to fulfil the following:

1. Prepare high quality Copywriter/ Content Writer materials, including but not limited to, articles for newsletters, project success stories, and sharing them to relevant stakeholders of practice and networks.
2. Document and draft lesson learnt from the project (events, activities, clients), that highlight some of the impacts of the project at policy level and at building a better system for SME Development.

3. Write compelling case studies and drawing out lessons learned, success stories and ED programme narratives that highlight the work done for SME Development through ED and BC and other related SME Development activities of MED. These case studies will be used to market the successes of the project.
4. Support in developing content for the web-based communications, including updating the website, providing a range of content on social media.
5. Provide necessary support to the roll out of the project's media outreach activities and website (e.g. articles, videos – script drafting and outsourcing) and work in close collaboration with the graphics designer consultant under the guidance of the Marketing and Communication Specialist.
6. Assist with building capacity of BC staff in developing their writing skills for capturing stories and drafting articles.
7. Prepare for stakeholders, public and donors, Project awareness events, outreach activities and information campaigns in close collaboration with ED Team.
8. Liaising and responding to enquiries of MED and ED from media, organising press conferences, events and preparing press releases to targeted media. and coordinate all ED Communication/PR campaigns, including social media, email, and print.
9. Deliver creative and innovative ideas for print, web and interactive presentations.
10. Any other duties as may be requested

Qualifications

Education and Experience

- Minimum qualification is a Bachelor's degree in Communications, Journalism or equivalent
- Demonstrated organizational and technical programmatic experience for at least 2 years in Public Relation and Communications

Skills and Knowledge

1. Demonstrated experience with in developing communication materials (on-line, Media/press releases, publications and reports)
2. Good knowledge of Dhivehi and English in both oral and written communication skills, conveying messages to different audiences using diverse media.
3. Experience in working with journalist and media networks and ability to develop, nurture and maintain existing and new media contacts
4. Ability to analyse complex information from different sources and to synthesise this information into coherent and appropriate knowledge and communication products
5. Experience in editing and proof reading organizational communication material