

TERMS OF REFERENCE

Short-Term Communications Professional Service Contracts

ABOUT PLAN INTERNATIONAL LAOS

Plan International has been working in Laos since 2007, delivering integrated programs in Bokeo, Champasak, Luang Prabang, Oudomxay, Saravan, Vientiane Capital, and Vientiane provinces while also working through partners in other provinces. Plan International Laos' 2020–2027 Country Strategy takes a life-cycle approach, focusing on supporting children—especially girls—in accessing their rights to public health and nutrition, education and skills, adolescent development and participation, and opportunities for youth employment and entrepreneurship. We are also globally mandated to provide humanitarian assistance in the event of an emergency in Lao PDR.

Plan International Laos is a leading INGO in Laos and participates in various civil society and government sectoral working groups, as well as regional and global networks. We work closely with the Ministry of Health, the Ministry of Education and Sports, the Ministry of Agriculture and Forestry, UN agencies, and civil society partners in line with the principles of aid effectiveness, promoting child rights—especially for girls. Our work includes community-based action, partner strengthening, and policy influencing and advocacy. Our values-based **feminist leadership principles** underpin our work, and we are committed to being locally led and globally connected. Globally, by 2027, Plan International aims to impact the lives of **200 million girls**.

BACKGROUND

Plan International Laos is seeking two short-term communications Professional Service Contracts to support communications activities for The **Safe Future and My Body My Future Projects**. These projects focus on key thematic areas, including unsafe migration, human trafficking, sexual and reproductive health and rights (SRHR), and comprehensive sexual education. The initiatives utilise the Merlin Phahoo tools and add existing communications tools from WinRock to enhance awareness and engagement among adolescents, youths, young people with disabilities, and decision-makers.

Given the importance of effective communication in promoting these issues and ensuring alignment with Plan's brand and donor requirements and youth engagement strategies, the Professional Service Contracts will play a vital role in the creation and dissemination of Information, Education, and Communication (IEC) materials, video products, social media content, radio spots, including Facebook and TikTok podcasts, testimonial videos, and success stories. They will work closely with the Project Managers and the Communications Manager to ensure consistency, impact, and visibility across platforms.

SCOPE OF WORK

The Professional Service Contracts will be responsible for:

- Content Development & Social Media Management
- Creating engaging social media content, including TikTok podcasts, YouTube, Facebook posts, and online campaigns.
- Managing and expanding the project's social media presence, including establishing a TikTok channel.
- Monitoring, evaluating, and reporting on the effectiveness of social media outreach.
- Attend the training at field and explain how to use materials and videos

IEC Materials & Video Production

- Producing high-quality IEC materials that align with project objectives and donor requirements.
- Planning, scripting, and producing video content, including testimonials and advocacy videos.
- Providing training in photography, videography, and storytelling to beneficiaries.

Event Coordination & Public Engagement

- Organising and coordinating communication-related events and campaigns.
- Representing projects at public events, ensuring visibility and alignment with strategic goals.
- Drafting and disseminating press releases and creating radio spots.

Capacity Building & Stakeholder Engagement

- Providing technical guidance on communication strategies to project teams.
- Collaborating with media, government agencies, corporate partners, and creative agencies.
- Supporting the integration of gender-sensitive communication approaches.

Timeframe

- The consultancy is for a period of six (6) months, with the possibility of extension based on project needs and performance.

Qualifications & Experience

- **The ideal candidates will possess the following qualifications and experience:**
 - Education: Bachelor's degree in Communications, Media, Journalism, Public Relations, or a related field.
 - Experience: 3–5 years of experience in communications, branding, or public relations, preferably in an NGO or international development setting.
- **Technical Skills:**
 - Proficiency in Adobe Creative Suite, Canva, and video editing software.
 - Strong content creation, editing, and storytelling abilities.
 - Experience in digital campaign management, event organisation, and gender-sensitive communication.
 - Ability to draft press releases, radio spots, and online content.
 - Capacity to train beneficiaries in photography, videography, and storytelling.
 - Experience in managing Facebook pages and TikTok and YouTube channels.
 - Ability to monitor and report on the effectiveness of social media engagement.

Other Competencies:

- Ability to work in remote areas and travel as required.
- Strong organisational skills, including planning activities and budgeting.
- Ability to work with adolescents and youth, especially girls and young women with disabilities.
- Ability to work independently and as part of a multicultural team.
- Proficiency in English and Lao.

REPORTING LINE & KEY COLLABORATIONS

- **Reports to:** Project Manager, but liaison with Communication Manager for technical support
- **Key Internal Collaborations:** Project Managers, Communications Manager
- **Key External Collaborations:** Media, Government Partners, Corporate Partners, Creative Agencies

PLAN INTERNATIONAL'S VALUES IN PRACTICE

- **We are open and accountable**
 - Promotes a culture of openness and transparency, including with sponsors and donors.
 - Holds self and others accountable to achieve the highest standards of integrity.
 - Consistent and fair in the treatment of people.
 - Open about mistakes and keen to learn from them.
 - Accountable for ensuring we are a safe organisation for all children, girls & young people.
- **We strive for lasting impact**
 - Articulates a clear purpose for staff and sets high expectations.
 - Creates a climate of continuous improvement, open to challenge and new ideas.
 - Focuses resources to drive change and maximise long-term impact, responsive to changed priorities or crises.
 - Evidence-based and evaluates effectiveness.
- **We work well together**
 - Seeks constructive outcomes, listens to others, willing to compromise when appropriate.
 - Builds constructive relationships across Plan International to support our shared goals.
 - Develops trusting and 'win-win' relationships with funders, partners and communities.
 - Engages and works well with others outside the organization to build a better world for girls and all children.
- **We are inclusive and empowering**
 - We empower our staff to give their best and develop their potential
 - We respect all people, appreciate differences and challenge equality in our programs and our workplace
 - We support children, girls and young people to increase their confidence and to change their own lives.

PHYSICAL ENVIRONMENT

- Typical office environment with frequent engagement in virtual and in-person meetings.
- Occasional travel to project sites, including rural and remote areas, which may involve challenging terrain and basic living conditions.
- May be required to work outdoors in varying weather conditions, including hot and humid climates.
- Adherence to organisational safety protocols when visiting field locations, with the use of necessary protective equipment if required.

TERMS AND CONDITIONS

The Professional Service Contract will be received follows benefit package:

Monthly Salary	Based on agreement
Travel food allowance and accommodation	According to Plan Laos's policy
Health Insurance	Insurance Plan 3 (PSC)
Income Tax	According to Plan Laos's policy
Sick leave (Max. 3 days)	Based on actual and approval case by case
Time of in leu / Public holiday	Based on actual and approval case by case

LEVEL OF CONTACT WITH CHILDREN

- **High contact:** Often interaction with children and adolescents

APPLICATION PROCESS

- Interested candidates are invited to submit their applications, including a CV, portfolio of previous work, and a cover letter outlining their relevant experience and motivation for applying.

The application should be submitted no later than 17th April 2025 to Laos.procurement@plan-international.org with CC to Keota.khounphon@plan-international.org including all supporting documents with subject line **“Professional Communication Service Contract”**.

The Short-Term Communications Professional Service Contracts must ensure the delivery of assigned activities, products, and reports before the end of the contract

This Terms of Reference (ToR) aims to attract highly skilled communications professionals capable of effectively supporting the visibility, outreach, and engagement of the Safe Future and My Body My Future projects. The successful candidates will play a crucial role in ensuring that these initiatives reach their intended audiences and create meaningful impact.