



TERMS OF REFERENCE

Short-Term Communications and Climate Resilience 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 a short-term Communications and Climate Resilience Professional Service Contractor to support communications and technical activities for The Climate Change Adaptation in the Uplands through Innovative Practices (CCA) project. The CCA project is one of the projects under Lao SOYEE Programme that aims to contribute to increasing rural livelihood opportunities, especially for young women and youth, by supporting improved farming and entrepreneurship opportunities, as well as promoting climate adaptation methods to households in 16 upland communities of Bokeo Province.

Given the importance of effective communication in promoting these issues and ensuring alignment with Plan and the donor brand requirements and youth engagement strategies, the Professional Service Contract 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. The successful applicant will work closely with the CCA Project Manager and Plan International's Communications Manager to ensure consistency, impact, and visibility across multiple platforms.

SCOPE OF WORK

The Professional Service Contracts will be responsible for:

Content Development & Social Media Management:

- Manage and expand the CCA project's social media presence including
 - i) Establish a CCA Project Tik Tok channel.
 - ii) Create engaging social media content, including TikTok podcasts, YouTube videos, and Facebook posts to show project impact.

- Monitor, evaluate, and prepare a 2-page report on the effectiveness of social media outreach (number of persons reached, number of shares, feedback from comments etc.) to be submitted and discussed with the Project Manager.
- Conduct a field-based training on communication to the project team and partner staff, explaining how to use project impact materials and videos
- Assist the CCA Project Manager to develop and provide other technical support strategies for the project, CSO partners and government stakeholders, including prior climate resilience experience.
- Assist the Plan MEL Manager with project monitoring and evaluation, including the collection of case stories by organizing focus group discussions with farmers and young entrepreneurs.
- Support donor monitoring visits.
- Create climate change awareness campaigns and climate resilience agriculture campaigns.
- Package 10+ livelihood adaptation manuals based on the drafts provided by the technical team

IEC Materials & Video Production

- Produce high-quality IEC materials that align with project objectives and donor requirements.
- Plan, script, and produce video content, including testimonials and advocacy videos.
- Provide training in photography, videography, and storytelling to Plan staff and partners.
- Produce high-quality case stories from the beneficiaries of the CCA project.

Event Coordination & Public Engagement

- Organise and coordinate communication-related events and campaigns as agreed with the Project Manager.
- Represent projects at public events if requested, ensuring visibility and alignment with CCA Project strategic goals.
- Draft and disseminate press releases and create radio spots, as agreed with the Project Manager.

Capacity Building & Stakeholder Engagement

- Provide technical guidance on communication strategies to the CCA project team.
- Collaborate with media, government agencies, corporate partners, and creative agencies as agreed with the Project Manager.
- Support the integration of gender-sensitive communication approaches.

TIMEFRAME

- This consultancy is for a period of ten (10) months, with the possibility of extension based on project needs, consultant performance and budget.

QUALIFICATIONS AND EXPERIENCE

The ideal candidates will possess the following qualifications and experience:

- Education: Bachelor's degree in Communications, Media, Journalism, Public Relations
- Knowledge: Understanding and experience of climate resilience agriculture and livelihoods 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 staff in photography, videography, and storytelling.
- Experience in managing Facebook pages, 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, youth, community people, farmers, 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 liaises with Communications Manager for technical input.
- **Key Internal Collaborations:** Other Project Managers, Communications Manager, Programme Director, etc.
- **Key External Collaborations:** Media, Plan CCA CSO Partner, 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

- Based in Vientiane Capital Country Office full-time. The office is a typical office environment with engagement undertaken 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 climate.
- 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 receive the following benefits package:

Monthly Salary (20 days)	Based on agreement
Travel, food allowance and accommodation when visiting the field	According to Plan Laos's policy
Health Insurance	Insurance Plan 3 (PSC)
Sick leave	Maximum 3 days, with knowledge of Project Manager
Income Tax	According to Plan Laos's policy
Public holiday	Based on actual Plan Laos public holidays
Time in lieu/Compensation leave	Based on prior agreement with the Project Manager

LEVEL OF CONTACT WITH CHILDREN

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

APPLICATION PROCESS

- Interested candidates are invited to submit their applications, including a CV, Monthly fee, portfolio of previous work, and a cover letter outlining their relevant experience and motivation for applying.
- The application should be submitted no later than **22 July 2025** to Laos.procurement@plan-international.org with CC to somkhith.vilasak@plan-international.org, including all supporting documents with subject line "Communication and Climate Change Resilience Professional Service".
- We strongly encourage equally qualified female candidates to apply!
- All applications received after the time of the deadline will not be accepted without exception and only shortlisted applicants will be contacted. Shortlisted applicants may be requested to participate in an in-person or online interview process.