



– Terms of Reference–

Consultancy – Implementation of the Communication Plan DEAR Water 2 Project

12 August 2025

GENERAL INFORMATION

SUPERVISION	DEAR Water 2 Project Manager
LOCATION	Remote work with occasional travel to Luang Prabang, Lao PDR
CONTRACT TYPE	Consultancy

BACKGROUND

Confluence is a French non-profit organization (Law 1901), headquartered in the Centre-Val de Loire region, France, and active in Luang Prabang Province, Lao PDR. Formerly Tambours de Bronze, Confluence was established in 2012 and specializes in improving water supply and sanitation in rural villages of Laos.

The organization works primarily within the framework of decentralized cooperation between the Centre-Val de Loire Region and Luang Prabang Province. Since its creation, Confluence has implemented four major projects, including DEAR Water Luang Prabang (2019–2023) and DEAR Water Luang Prabang II (2024–2027), co-financed by the Centre-Val de Loire Region, the French Development Agency (AFD), and the Loire Bretagne Water Agency. Confluence is managed by a volunteer board and operates with a permanent team of seven staff based in Luang Prabang.

With the DEAR Water I and II projects, the organization has expanded its scope and embarked on a process of professionalization. In this context, Confluence has invested in strengthening its communications, including launching a dedicated website (2024–2025) and developing a tailored communication plan with external expertise. This plan, annexed to the present Terms of Reference, identifies four main objectives:

- Position Confluence as a technical reference organization in the field of water access (methodology-focused communication);
- Showcase the results of Confluence's projects, in particular the DEAR Water project (results-focused communication);
- Raise public awareness on water access challenges in Lao PDR (issues-focused communication);
- Highlight the role of DEAR Water 2 within the broader cooperation programme between the Centre-Val de Loire Region and Luang Prabang Province.

Confluence is seeking an experienced communications consultant to support the implementation of this plan.

OBJECTIFS

The consultant will support Confluence in delivering the DEAR Water 2 communication plan for the remainder of the project, until January 2027.

RESPONSABILITES ET LIVRABLES

The consultant will be responsible for the following tasks:

- **Content and materials development** – On a monthly basis, identify and develop content, in close coordination with the project team, aligned with the communication objectives of the DEAR Water 2 plan.
- **Management of communication platforms** – Manage and update Confluence's and DEAR Water 2's communication channels (social media, website) according to the agreed schedule.
- **Event Communication Support** – Provide communications support for key project events, such as seminars, awareness campaigns, and technical and political exchange missions between the Centre-Val de Loire Region and Luang Prabang Province.
- **Strategic Communications Input** – Contribute ideas and recommendations to enhance the project's and organization's overall communications strategy.

CONSULTANT PROFILE

- Proven expertise in communications, preferably within the non-profit/NGO sector;
- Previous experience in Lao PDR is essential;
- Strong understanding of the international development and solidarity sector;
- Excellent writing skills;
- Fluency in French and English; good command of spoken Lao is an asset;
- Strong interpersonal and collaboration skills.

SUBMISSION OF OFFERS

Interested consultants are invited to submit the following by 30 August 2025:

- - Detailed financial proposal, including estimated level of effort (days per month) and daily rate;
- - CV;
- - Any additional documents deemed relevant.

Applications should be sent to:
Thibaut CELERIER, Project Manager
Email: celerier@confluence-ong.org