

Terms of Reference

Individual Consultant to Develop and Implement an Awareness Strategy on Cyber Security

1. Background

Sri Lanka CERT, an institution that has the mandate to protect the cyberspace of Sri Lanka, is currently implementing the nation's first information and cyber security strategy. This strategy was approved by the Cabinet of Ministers to be implemented five years from 2019.

In line with the implementation of the National Strategy, an awareness strategy shall be developed and implemented to increase the awareness of government officers, businesses, and general citizens on various aspects of cyber security including personal security, social media security and government initiatives on cyber security. Sri Lanka CERT, therefore, aims to hire a qualified and experienced consultant to develop and implement an awareness strategy on cyber security for this purpose.

2. Objectives

The objectives of this consultancy are as follows:

- a. Develop an awareness strategy for Sri Lanka CERT to promote information and cyber security, and social media security among citizens, and government officers.
- b. Implement the strategy using electronic media, printed media, social media, and physical modes to promote cyber security and enhance Sri Lanka CERT's image and reputation through effective communication channels.

3. Scope of Work

The consultant will be responsible for the following tasks.

- a. Conduct a thorough assessment of the scope of the activities, existing communication practices and channels, national strategies, and policies of Sri Lanka CERT.
- b. Develop a detailed awareness strategy to fulfill both internal and external communication objectives. The target audience shall be government officers, the general public (school children, vulnerable communities), and the business community.
- c. Strategy shall be implemented through multiple communication channels including conducting awareness sessions across the country, presenting on TV and Radio channels, posting on websites and social media, and printing in newspapers.

- d. Consultant is required to design and develop content in consultation with staff of Sri Lanka CERT.
- e. Table below summarizes expected deliverables.

#	Activity	Details
1	Strategy	Development of Communication Strategy
2	Social Media Posts	Social media posts on various aspects of cyber security (60 posts) <ul style="list-style-type: none"> - Design the story and content - Develop content in local languages and Publish on social media
3	Monthly Newsletters	Design, develop, and print newsletters (trilingual) (6*3-Sinhala, Tamil English = 18 newsletters) <ul style="list-style-type: none"> - Content writing (English) - Design newsletters (A4 double-sided) - Translate and Print 60 (Sinhala 25, English 25, Tamil 10)
4	Digital Video	Two to three minutes digital video on cyber security in all three language <ul style="list-style-type: none"> - Concept design, storyboard, and script development - Production of the English version - Production of the Sinhala version - Production of Tamil version
5	TV & Radio Programs	Conduct TV and Radio programs <ul style="list-style-type: none"> - Preliminary work: script development - Broadcast

- f. Coordinate and manage media relations. This involves building relationships with journalists and media outlets, drafting press releases and media advisories, organizing media interviews, and monitoring media coverage.
- g. Support the Sri Lanka CERT in organizing and promoting events, workshops, and conferences. This includes developing event communication plans, producing promotional materials, managing event-related media relations, and coordinating post-event communications.
- h. Monitor and evaluate the effectiveness of communication activities. This includes tracking and analyzing communication metrics, such as website traffic, social media engagement, media coverage, and stakeholder feedback. The consultant should provide regular progress reports and make recommendations for improvement based on the evaluation findings.

4. Deliverables and Payment Schedule

#	Activity	Details	Payment	Delivery Month
1	Strategy	Development of Communication Strategy	10% of the contract value	July 2023
2	Social Media Posts	Social media posts on various aspects of cyber security (60 posts) <ul style="list-style-type: none"> - Design the story and content (5% of the contract) - Develop content in local languages and Publish on social media (5% of the contract) 	10% of the Contract value	10 posts per each month (July to December 2023)
3	Monthly Newsletters	Design, develop and print newsletters (trilingual) (6*3-Sinhala, Tamil English = 18 newsletters) <ul style="list-style-type: none"> - Content writing (English): 10% of the contract value - Design newsletters (A4 double-sided): 5% of the contract value - Translate and Print 60 (Sinhala 25, English 25, Tamil 10): 10% of the contract value 	25% of Contract Value	1 newsletter per month – Sinhala/Tamil and English (July to December 2023,).
4	Digital Video	Two to three minutes digital video on cyber security in all three language <ul style="list-style-type: none"> - Concept design, storyboard, and script development (20% of the contract value) - Production of the English version (10% of the contract value) - Production of the Sinhala version (5% of the contract value) - Production of Tamil version (5% of the contract value) 	40% of the Contract Value	September 2023
5	TV & Radio Programs	Conduct TV and Radio programs (3 TV and 3 Radio) <ul style="list-style-type: none"> - Preliminary work: script development: (10% of the contract value) - Board cast (5% of the contract value) 	15% of the Contract value	August, September, October, November, and December 2023

5. Timeline and Duration

The consultancy is expected to commence on the 1st of July 2023 and conclude on the 31st of December.

6. Qualifications and Experience

- Proven experience in developing and implementing communication strategies for organizations or projects
- Excellent written and verbal communication skills in English/Sinhala
- Minimum 15 years of experience in TV, and News Media
- Demonstrated ability to create compelling content tailored to diverse target audiences.
- Demonstrated experience writing news articles
- Demonstrated experience in working ICT-related programs in digital and social media
- Postgraduate degree in Journalism/mass media
- Bachelor's degree in a related field
- Strong understanding of various communication channels, including digital media, social media platforms, and traditional media.
- Familiarity with monitoring and evaluation techniques to assess the impact of communication activities.
- Ability to work independently, meet deadlines, and manage multiple tasks effectively.

7. Proposal Submission

Interested consultants are requested to submit the following documents:

- A cover letter
- Detailed curriculum vitae (CV) highlighting relevant experience and qualifications as mentioned in section 6.
- Proposal covering the scope of service as specified in sections 2, 3 and 4.
- Samples of previous work related to communication strategies or materials.
- Financial proposal (including the consultant's daily rate or consultancy fee, and an estimate of anticipated expenses) as per Table 1 of Section 4. The Consultant shall bare the entire cost of work of the assignment.