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Ministry of Social and Family Development  
Male', Republic of Maldives

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*Terms of Reference (TOR)*  
**TOR for Consultancy Services- Media & Communications**

**1. Background**

The Ministry of Social and Family Development (MoSFD) plays a central role in promoting social well-being, protecting vulnerable populations, and raising awareness on key social issues across the Maldives. Effective communication is essential for translating the Ministry’s initiatives, values, and services into impactful messages that engage citizens, build trust, and foster behavioural and social change.

To strengthen public communication and ensure a unified, consistent, and culturally sensitive approach, the Ministry seeks to engage a Media & Communications Consultant. The Consultant will provide strategic direction, creative oversight, and technical guidance for planning, producing, and managing communication and awareness activities across all Ministry channels.

**2. Objectives of the Consultancy**

The objective of this consultancy is to strengthen the Ministry’s communication function by ensuring that all public messaging is consistent, well-crafted, and strategically aligned with national priorities. Specifically, the consultancy aims to:

- Enhance the Ministry’s overall media and communication strategy.
- Develop coherent and impactful messaging across platforms that raise awareness on key social issues.
- Strengthen the visibility and reach of Ministry initiatives through effective campaign planning and creative direction.
- Build internal capacity and provide tools, guidance, and systems for sustainable communication management.





- Experience working with government agencies, civil society, and development partners preferred.

## 7. Evaluation and Selection Criteria

Proposals will be evaluated based on the following criteria:

Evaluation Criteria	Weight	Description
Relevant Experience	60%	Demonstrated experience in strategic communications, media management, campaign development, and public awareness initiatives. Proven track record of delivering similar consultancy assignments, preferably in the social or public sector.
Costing Proposed	40%	Overall cost-effectiveness of the financial proposal, including clarity of pricing and alignment with the scope of work and deliverables.

**Note:** The Ministry reserves the right to conduct discussions or request clarifications from shortlisted consultants prior to final selection.