



International Organization for Migration (IOM)  
The UN Migration Agency

## **TERMS OF REFERENCE**

### **FOR THE CONSULTANCY CONTRACT to Develop Guidelines for messaging and communication on social exclusion for Tajik migrants<sup>1</sup>**

**Nature of the consultancy:** Consultation with migrants, and the development of guidelines advising strategy for messaging and communications on social exclusion for migrants in Russia, returned migrants and the families of migrants left behind.

#### **Background Information:**

The International Organization for Migration (IOM) in Tajikistan, through UK Government funding, has been implementing a community stabilization project along the Tajik-Afghan border since 2014. The Tajik-Afghan Integration, Resilience, and Reform Building Programme (TAIRR) is now in its third phase. The project consists from several components, which are aimed at increasing resilience to the interrelated issues of crime and conflict on the Afghan/Tajik border through strengthening Tajik-Afghan border, improving livelihood opportunities and access to information on safe migration and reintegration. It has been implementing this project in 9 districts of Khatlon and 8 districts of GBAO of Tajikistan.

One of the components of the project is to address the social exclusion experienced by Tajik migrants abroad and the challenges faced by returned migrants (particularly those under re-entry bans) and their family members living in along Tajik-Afghan border. To ensure that project interventions address the needs of migrants, the project needs to better understand what messaging and communications materials will most appeal to returned migrants. With more than 500,000 Tajik citizen leaving abroad for labour migration purposes annually and about 200,000 migrants with re-entry bans to the Russian Federation, this materials development will increase access to returned migrants and assist in behaviour change leading to greater social inclusion.

#### **Objective:**

To produce guidance notes on messaging and communications for returned migrants in Tajikistan (Khatlon and GBAO)

#### **IOM Project to which the Consultancy is contributing:**

Tajik-Afghan Integration, Reform and Resilience Building Programme (TAIRR), Mission level support

#### **Tasks to be performed under the assignment:**

- Undertake a desk review of key messages for migrants<sup>1</sup> on social inclusion and other organisational literature.
- Hold a half day workshop/meeting with IOM staff for verification of key messages for returned migrants, resulting in a key messages register.
- Using IOM materials for guidance, hold consultations with returned migrants on messaging and communications strategies, including returned migrants with re-entry bans, male and female migrants and the families of migrants.
- Hold a second round of consultations, using test messages and formats developed from the first round of consultation
- Prepare guidelines on messaging and communications for Tajik male and female Migrants, and

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<sup>1</sup> Specifically, those travelling to Russia, those returned under re-entry bans and spouses left behind.

families of migrants in Tajik and Russian

- Hold a seminar to present key findings and results to IOM staff

**Tangible and measurable outputs of the assignment:**

- Key messages register developed from desk review and IOM discussion
- Consultation notes detailing outcomes from the 1st and 2nd consultations with migrants.
- Guidelines on messaging and communications

**Realistic delivery dates and details as to how the work must be delivered:**

- Key message register by 8 March 2019
- First round of consultation by 12 March 2019
- Second round of consultation by 22 March 2019
- Guidelines by 29 March 2019
- Presentation seminar on 29 March 2019

**Required Qualifications:**

The Consultant is expected to have the following competencies and expertise:

**Experience**

Minimum of 5 years of work in communications, Social and Behavior Change Communication (SBCC/BCC/C4D), product marketing or advertising; Previous similar experience in contextualizing messaging for social programs will be considered as an advantage;

**Education**

Post-graduate/university degree, preferably in social sciences, communications or marketing; Specialization in SBCC or equivalent training will be considered as an asset.

**Competencies and skills**

- Excellent understanding of SBCC or advertising/marketing
- Familiar with the local context in rural Tajikistan, particularly Khatlon and Badakhshan
- Experience in testing messaging or product advertising with beneficiaries/audience
- Excellent Interviewing and listening skills
- Fluency in spoken and written English/Russian/Tajik required
- Experience with Microsoft Office programs

**Personal qualities and other requirements**

- Objective and analytical
- Results-driven
- Strong sense of commitment
- Efficient
- Capable of working under time pressure
- Proven track record of delivering on time
- Good interpersonal skills
- Culturally sensitive
- Ability to work effectively and harmoniously within a team and with colleagues from varied cultures and professional backgrounds

**Reporting**

It is essential that the applicant provides IOM regular reports on the progress of the assignment. In the proposal drafted by the applicant, scope and timing of progress reports should be clearly outlined.

### **Confidentiality arrangements**

The contracted consultant or individual members of a consultancy organization are not permitted to use any beneficiary data or reported findings for commercial use.

### **Application procedure**

Interested candidates are kindly requested to submit a CV, cover letter and one-page proposed approach, including timing, availability and expected consultancy fee, by electronic mail **with the subject line ‘Develop Guidelines for messaging and communication on social exclusion for Tajik migrants’** and to the following e-mail address: [applications.tj@iom.int](mailto:applications.tj@iom.int)

**Deadline: 1 March 2019, 1700 local time (Tajikistan)**

Notes:

Only shortlisted candidates will be contacted by IOM following receipt of their CV and cover letter.

**This Consultancy opportunity is open for eligible Consulting Companies too.**

The Consulting Companies should submit the following documents and information for consideration under this consultancy:

1. Company profile: Information on specific experience of the Consulting Company relevant to the assignment;
2. Valid Government Permit/License allowing the Consulting Company to engage the assignments in the Terms of Reference;
3. Proposed methodology, approach and work plan in response to the Terms of Reference: *[The description of the approach, methodology and work plan should normally consist of 5 pages, including charts, diagrams, and comments and suggestions, if any, on Terms of Reference and counterpart staff and facilities.]*
4. Organization and staffing: information on staff capacity, expertise including Curriculum Vitae (CV) for Proposed Key Professional Staff for this assignment;
5. Statement of Satisfactory Performance from the Top 2 Clients in terms of Contract Value for similar type of services for the past 5 years (Copy of Contracts should be attached); and
6. Proposed budget.

The Proposals must be delivered by hand or through mail to IOM with office address at 734013, 22A Azizbekov Street, Second Driveway, Dushanbe, Republic of Tajikistan, or sent via email to [applications.tj@iom.int](mailto:applications.tj@iom.int) on or **1 March 2019, 1700 local time (Tajikistan)**. No late proposal shall be accepted.