



# Mekong River Commission

P.O. Box 6101, 184 Fa Ngoum Road, Unit 18,  
Ban Sithane Neua, Sikhottabong District, Vientiane 01000, Lao PDR  
Telephone: (856-21) 263 263. Facsimile: (856-21) 263 264

Revised on 13 June 2017

## TERMS OF REFERENCE

### 1. Consultancy Summary

- Title:** International Consultant for Digital Media Training
- Consultancy type:** Special Service Agreement (SSA)
- Division:** Communication Component under Mekong Integrated Water Resources Management Project, PD/OCEO
- Duration:** Maximum 12 working days from July to September 2017
- Duty station:** Home based, with travel to training venue in Vientiane, Laos
- Required deliverables:**
- 1) Analysis of assessment of participants' needs and digital media environment
  - 2) Development of training content and training materials
  - 3) Intensive 2-day training workshop
  - 4) Final report on the training with recommendations and edited products

### 2. Background

The Mekong River Commission (MRC) was established through the 1995 Mekong Agreement between the governments of Cambodia, the Lao PDR, Thailand and Viet Nam. The role of the MRC is to coordinate and promote cooperation in all fields of sustainable development, utilisation, management and conservation of the water and related resources of the Lower Mekong Basin (LMB).

The MRC Mekong – Integrated Water Resources Management Project (M-IWRMP) is a cross-cutting project that promotes transboundary cooperation through the multi-sector, coordinated development and management of water use that balances the needs for socio-economic development and environmental protection. It coordinates and administers five bilateral projects of the four member countries at the Transboundary level (thereafter, referred to as the “transboundary projects”) that facilitate cross-border dialogue and promote the IWRM approach to address key issues in the use of common water-related resources.

The Communication Outreach Component under M-IWRMP supports the promotion of transboundary cooperation and IWRM practices across the basin through various communication initiatives and products. The dissemination of the MRC knowledge and IWRM principles, the development of communication capacity of the National Mekong Committees and five transboundary projects, and the promotion of their activities and achievements are the core of this component.

In this context, the component seeks a consultant (Digital Media Trainer), either international or regional, to provide training on the effective use of social media and other online tools for communication personnel both at the MRC Secretariat and NMC Secretariats.

### 3. Objective of the Consultancy:

The digital media training aims to build the capacity of communication personnel both at the MRC Secretariat and the NMC Secretariats, including those with the M-IWRMP Communication Component, in order to enable them to use effectively digital media, SNS and other online communication tools to reach out target audiences, from international audience to government line agencies to local communities.

A total number of trainees would be limited to 13: two IWRM communication staff, two OCEO communication officers and one web designer, and two communication focal points from each NMC (a total of 8 NMC personnel).

The training would cover the following aspects with both lectures and hands-on activities:

- the role/potential of different digital, online, social media tools
- the development of digital media strategies for the MRC and respective NMCs
- the effective use of those media tools

At the end of the training, trainees are expected to develop an outline of the digital media strategies for the MRC or respective NMCs and digital media products publishable.

### 4. Responsibilities and tasks:

In this assignment, the consultant is required to (i) develop training materials and workshop contents based on a needs and gap assessment, (ii) facilitate a two-day training course, and (iii) write a final report on the training.

In the preparation stage, the consultant is also expected to review the MRC and NMCs' current usage of digital, online and social media, analyse the media environment, target audience and digital communication opportunities, and develop training materials and content relevant to the MRC context. During the training, hands-on activities and individual coaching should be provided throughout. The final report should include the analysis of the pre-training assessments, proceedings of the training, and individual feedback to participants' products and recommendations for the MRC on future actions.

The timeframe and suggested content of the training are as follows:

Day	Time	Content
Day 1	AM 8:30 – 12:00	<ul style="list-style-type: none"><li>• Opening &amp; ice breaker</li><li>• Lecture on trend of digital, online and social media usage</li><li>• Lecture on development of digital media strategies</li><li>• Lecture on effective use of those media tools in MRC context</li></ul>
	PM 13:00 – 16:30	<ul style="list-style-type: none"><li>• Hands-on activities: produce simple social/digital media products individually</li><li>• Peer review and instructor's feedback</li><li>• Wrap up</li></ul>
Day 2	AM 8:30 – 12:00	<ul style="list-style-type: none"><li>• Recap of Day 1</li><li>• Hands-on activities (1): develop an outline of digital media strategies for MRC/NMCs</li><li>• Hands-on activities (2): group work to produce digital/social media products</li></ul>
	PM 13:00 – 15:00	<ul style="list-style-type: none"><li>• Peer review and instructor's feedback</li><li>• Wrap up, workshop evaluation, closing</li></ul>

### 5. Deliverables and timelines:

The consultant is required to deliver the following outputs in the following timeline.

<b>Key tasks</b>	<b>No. of days</b>	<b>Timeline</b>
Preparation of training workshop: <ul style="list-style-type: none"> <li>• Discuss with MRCS (communication personnel), and desk-review to assess the current usage of digital, online and social media and analyse potential usage of those tools</li> <li>• Assess participants' skills, needs and expectations through a survey</li> <li>• Prepare training materials and workshop contents (to be agreed by MRCS in advance)</li> </ul>	5-6	July
Facilitation of training workshop: <ul style="list-style-type: none"> <li>• Lecture on the role/potential of digital social media, the development of digital media strategies, and the effective use of those media tools in the MRC context</li> <li>• Facilitate and give feedback on hands-on activities of developing an outline of digital media strategies and digital/social media products</li> <li>• Lead discussion on a follow-up action and coaching plan for the participants to utilise the acquired skills (to showcase the impact of training to the donor)</li> </ul>	2	16-17 August
Report on training workshop: <ul style="list-style-type: none"> <li>• Draft a final report on the workshop, including pre-training assessment, materials, proceedings and any recommendations for follow-up training and actions</li> <li>• Provide feedbacks/edits to the training products (i.e. blog posts, tweets, strategies) to make them publishable/usable</li> </ul>	3-4	September
<b>Total no. of days</b>	<b>10-12</b>	

\* Travel time is not included in the working days. One working day for MRC is 7.5 hours.

\*\* All cost for the consultancy is paid to the selected consultant only. If there is a need for assistants to facilitate the workshop, the consultant needs to cover their fees and costs.

\*\*\* Please note that the above work schedule is indicative only. The consultant is requested to provide his/her work plan at the beginning of the assignment.

## **6. Working Arrangement:**

The consultant will work mostly from home during the preparation and post-training periods, and travel to the training venue (to be determined) in Vientiane for the training workshop.

The consultant will communicate and report to the M-IWRM Communication Component under the overall supervision of the Director of the Planning and the Chief Executive Officer (or their delegates). S/he will work closely with all communication personnel and relevant staff.

The logistical arrangements for the workshop and communication with NMCs will be led by the MRC Secretariat.

## 7. Qualifications and Requirements:

- A master's degree in journalism or related field
- At least 10 years of proven experience in the field of communications with a minimum of 5 years in the provision of digital communication skills training
- Excellent command of English (native level) for communication work
- Good understanding of the public consumption of digital, social and online media in the Lower Mekong Basin
- Successful experience in digital, social and online media work in southeast Asia advantageous
- Practical knowledge of the Mekong River basin's socio-economic, environmental contexts
- Work experience with governmental, international, and/or intergovernmental organisations preferred
- Knowledge of natural resources management and environmental awareness is desirable, but not essential
- Working knowledge of riparian languages is a distinctive asset, but not essential

Interested individuals are required to submit proposals consisting of two parts:

- Technical proposal (cover letter, CV, contact information on 3 references, and a 2-page training proposal)
- Financial proposal (daily rates – note that the MRC's work day consists of 7.5 hours of work)

A written test and/or an interview may take place during the selection process.

## 8. Conditions of payment

### Pay per deliverables

Payment will be made at a lump sum upon satisfactory completion of the assignment, including the successful submission of training materials, the successful implementation of training, and the satisfactory submission of the final training report.

Required DSA and relevant travelling expenses will be provided according to the MRC guidelines.

## 9. Intellectual property rights:

Intellectual property rights - IPR: Information, data, database, knowledge resources in the forms of briefings, reports, proceedings, articles, essays, etc. issued by and for the MRCS will be the MRCS property. Any utility, announcement and disclosure that are without MRCS highest levels of authority' permission is considered illegal and will be charged by relevant local and international legal procedures.

## 10. Signature Block

**Chief Executive Officer**

**International Consultant**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_