



Mekong River Commission

For Sustainable Development

TERMS OF REFERENCE

1. CONSULTANCY SUMMARY

Title:	Thai Influencer
Consultancy Type:	Special Agreement Service
Division:	Office of the Chief Executive Officer
Duration:	72 working days from 1 st January 2026 to 31 st March 2026
Duty Station:	Thailand
Reporting to:	Chief Strategy and Partnership Officer (CSPO)
Expected Deliverables:	As mentioned in Section 4

2. INTRODUCTION AND BACKGROUND

The Mekong River Commission (MRC) was established by the 1995 Agreement on Co-operation for the Sustainable Development of the Mekong River Basin, between the governments of Cambodia, 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 Mekong River Basin.

With support from the UK, the MRC developed a mobile app, the One Mekong App, which provides users with real-time information about the river, including water levels, weather forecasts, and flood and drought alerts. The app also allows users to report river conditions and share information with other users on the app's community feature.

To enhance the app's reach and engagement, the MRC Secretariat is seeking to engage with a qualified consultant to:

- Propose/Be an influencer to promote the One Mekong app.
- Develop and produce three promotional videos: a short TVC, a creative engagement video to interact with users, and a community engagement feature.
- Join up to three community engagement visits with the MRCS.

3. DUTIES AND RESPONSIBILITIES

The selected consultant will be responsible for the following:

3.1. Influencer Engagement

- Propose/Be an influencer (preferably with environmental, youth, or community development relevance) with a strong online/offline presence.
- Participate in up to three MRC community engagement visits related to the One Mekong App promotion.
- Ensure the sharing of approved content about the app on social media platforms.

3.2. Video Production

Produce the following three high-quality videos:

- a) 45-second TVC
 - Objective: Promote the One Mekong App, its functions, and the community platform.
 - Platform: Facebook, YouTube, TikTok, LinkedIn, App Store, Play Store
 - Language: Local language of the MRC Member Countries with English subtitles.
- b) Creative Engagement
 - Objective: Engage with current and potential users, encouraging them to use the app and spreading the words.
 - Duration: 3-5 minutes
 - Platform: Facebook, YouTube, TikTok, LinkedIn, Communities
 - Language: Local language of the MRC Member Countries with English subtitles.
- c) Community Engagement Video
 - Objective: Capture highlights of the influencer's interactions with communities during app promotion visits.
 - Duration: 3-5 minutes
 - Format: Short-form, visually engaging video suitable for social media and digital platforms
 - Language: Local language of the MRC Member Countries with English subtitles.
- d) Additional footage of the iReport function for the 5th Summit

3.3. Post-Production and Final Report

- Full post-production editing and sound design.
- Provide final videos in full HD format suitable for social media, website, and broadcast.
- Submit all raw footage used in the final cuts and editable project files to the MRC Secretariat.

4. DELIVERABLES

The service provider will deliver the following:

- Creative concept proposal and a suitable influencer (approved by the MRC).
- Storyboards and scripts.
- Three final video clips as described.
- Social media posts by the influencer (number to be agreed).
- Raw footage and editable files.

5. APPLICATION REQUIREMENTS

Interested agencies should submit a proposal including:

- Portfolio showcasing previous work in similar areas.
- Approach and methodology for executing this assignment and propose at least three influencers for the MRC to consider.
- Timeline and detailed budget breakdown (including local transportation and overnight stays).
- Workplan for implementation within the given timeframe

6. PAYMENT MODALITY

The payment will be made based on deliverables.

The consultant must submit a detailed invoice, outlining the deliverables and other supporting documents, for approval before payment is processed.

7. 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.

8. DECLARATION OF NON-FRAUDULENCE AND PROTECTION OF PERSONAL DATA

The Subscriber shall adhere to the MRC's relevant rules and regulations of the MRC on personal data protection, business exclusion, and fraud prevention and anti-corruption principles, and shall be under strict disciplinary measures should any violation occur.

9. WORKING ARRANGEMENT

- Direct supervisor: Chief Strategy and Partnership Officer
- Secondary supervisors: Communications Officers (Press & Outreach)

10. QUALIFICATIONS AND REQUIREMENTS

The service provider should meet the following qualifications:

- **Proven Experience:**
 - At least three years of demonstrated experience in creative content production, digital storytelling, or media campaign development.
 - A strong portfolio of work in the areas of social impact, community engagement, youth outreach, or environmental communication.
 - Prior experience working with international organizations, NGOs, or government bodies is preferred.
- **Technical Expertise:**
 - Advanced skills in video production, including scriptwriting, filming, editing, motion graphics, and post-production.
 - Ability to produce content tailored for various platforms such as Facebook, YouTube, TikTok, and LinkedIn.
 - Capability to produce videos in local languages of MRC Member Countries with English subtitles.
- **Influencer Experience and Engagement:**
 - Demonstrated ability to engage with wider audiences with relevance to youth, environment, or community development.
 - Strong networks with other local content creators or influencers.

- **Digital and Social Media:**
 - Experience in managing or supporting digital and social media campaigns, including content planning, audience targeting, and performance tracking.
 - Understanding of current trends and best practices in social media marketing across Southeast Asia.
- **Language and Communication:**
 - Fluency in English is required.
 - Proficiency in at least one of the local languages of MRC Member Countries is desirable.

11. SIGNATURE BLOCK

MRCS:

Full Name: _____

Incumbent's Full Name: _____

Title: _____

Signature: _____

Incumbent's Signature: _____

Date: _____

Date: _____