



International Organization for Migration (IOM)
The UN Migration Agency

Annex 2 - TERMS OF REFERENCE

Version 2

March 2022

FOR THE CONSULTANCY CONTRACT OF: for developing Communications Strategy on Engagement of Kyrgyz diaspora, compatriots, and migrants living abroad.

- 1. Duty Station of the Consultancy:** Bishkek, Kyrgyzstan
- 2. Duration of Consultancy:** 5 months (March -July 2022)
- 3. Nature of the consultancy:** Develop a Communications Strategy on Engagement of Kyrgyz diaspora, compatriots and migrants living abroad.

4. Project Context and Scope:

The IOM Mission in the Kyrgyz Republic is implementing the national project "Kyrgyzstan: Leveraging diaspora funding for climate action" (hereinafter referred to as the Project), funded by the IOM Development Fund (hereinafter- IDF).

Governments of countries of migrant origin and migrant destination recognize the value that diaspora, compatriots and migrant populations may bring to development efforts in their countries of origin. Nonetheless, the lack of a comprehensive communication plan and a platform for better engagement with diaspora, compatriots and migrant communities is still a challenge in the Kyrgyz context. In the frame of the IDF project, the Report on Mapping of the Kyrgyz diaspora, compatriots and migrants living abroad was updated, with the aim to assist the government in better planning its communication and engagement with Kyrgyz diasporas, compatriots and migrants living abroad. The updated repository of diaspora associations, diaspora members groups and chats in all social media, online platforms and chat groups segregated by location, interest, occupation provide a sound base for the development of the communication strategy with diaspora abroad.

In this context, IOM Kyrgyzstan is looking for a consultant to develop a Communications Strategy on Engagement of Kyrgyz diasporas, compatriots and migrants living abroad based on the findings of past and updated reports on "Mapping of Kyrgyz diaspora abroad and expert roster of Kyrgyzstan's expats".

The developed Communication Strategy will serve as a substantive and information support of all related Diaspora Engagement Institutions, national and international experts, in consultations with the media representatives and Diaspora members and Focal Points, with the financial support of the International Organization for Migration (IOM), the UN Migration Agency.

The Communication Strategy will be used to enhance the capacity of the government of the Kyrgyz Republic and other related Diaspora, compatriot and migrant engagement Institutions to effectively and sustainably communicate and advocate with various segments of the Kyrgyz Diaspora and compatriots to promote the Concept of the Migration Policy 2021-2030, with the aim to boost the engagement of the Kyrgyz Diaspora, compatriots and migrants living abroad to the social and economic development of the country.

Specifically, the Communication Strategy aims to:

- Build trust, establish the feeling of belonging, and being valued amongst the Diaspora, compatriots, and migrants living abroad.
- Enhance awareness on the policy initiatives and forms of support offered by the government to the Diaspora, compatriots, and migrants living abroad.
- Enhance the knowledge regarding migrants' rights, particularly amongst persons of concern in the receiving communities.

Building upon policy initiatives and institutional support, the developed Communication Strategy has to offer concrete steps to enhance, facilitate, and improve the engagement of the Kyrgyz Diaspora, compatriots and migrants living abroad. Additionally, it provides the government partners with situational analysis and recommendations for further actions.

5. **Organizational Department / Unit to which the Consultant is contributing** Labour Mobility and Human Development.

6. **Category B Consultants: Tasks to be performed under this contract:**

All deliverables are compiled as set in TOR and agreed with IOM.

Deliverable 1: strategy inception report (incl. methodology, strategy structure, work plan, and preliminary findings of desk review) is drafted and shared with the project team for review and approval by 30 March - 1st payment installment (20%). - by 30 March 2022

Delivery 2: Draft Communications Strategy after the approval of the structure, including communications objectives, plan of activities, timetable, communication risks, and mitigation measures, proposed strategic approach – 2nd payment installment (20%) – by 25 April 2022

Delivery 3: Present Communications Strategy to the relevant stakeholders and IOM team – by 20 May 2022

2-page brief report on the presentation of the Communications Strategy. 3d payment installment (20%) –by 30 May 2022

Delivery 4: Strategy is pre-finalized and presented to stakeholders, including diaspora, compatriots, and migrants living abroad. 4th payment installment (20%)– 30 June 2022.

Delivery 5: Strategy is finalized, and relevant comments provided within activity 7.5 shall be considered in the final document. 5th payment installment (20%) - July 10, 2022

7. Performance indicators for the evaluation of results.

The Consultant will draft and develop the Communications Strategy on Engagement of Diasporas into the Regional Development to establish sustainable and effective communications channels and programming that engage members of the Kyrgyz communities abroad for Kyrgyzstan's enhanced sustainable development:

- Quality of the strategy document produced (from 1 to 5 where 1 is the lowest and 5 the highest)
- Timely delivery of outputs (from 1 to 5 where 1 is the lowest and 5 the highest)
- Professionalism of communication with [IOM project team] (from 1 to 5 where 1 is the lowest and 5 the highest)

8. Education, Experience and/or skills required

- Advanced degree in public relations, marketing, communication, social science, including diaspora studies and/or other relevant fields for the assignment
- At least 5 years of proven experience preferably in communications, marketing and/or social research areas.
- Previous experience in development of communication strategies:
- Knowledge and understanding of the relationship between migration and development and diaspora engagement.
- Advanced experience in developing communication tools/plans.
- Experience in working with international organizations and UN agencies, is an advantage.
- Strong analytical, writing and communication skills particularly in the field of communication strategy development.
- Ensure effective and efficient provision of services, full confidentiality in all aspects of the assignment, management of information flow and follow-up on deadlines and commitments made.
- Abide with the IOM copyright rules and regulations. Refrain from providing any photo, information or materials taken under the IOM MISSION assignment to any media outlet, publishing agency, organization, or personality.
- Good interpersonal skills, solid judgment/decision making, initiative and creativity.
- Cultural and gender sensitivity.
- Demonstrate strong oral and written communication skills.
- Respond positively to feedback and differing points of view.
- Focus on result of tasks performed.
- Demonstrate outstanding time-management and inter-personal skills.
- Facilitate and encourage open communication.
- Excellent computer skills.
- Experience of Social Media Management and understanding the communication algorithms is an advantage.

8.1. Languages:

- Fluency in Kyrgyz and Russian language, written and spoken.
- Knowledge of English – an advantage.

9. Travel required: N/A

10. Competencies

Values

- **Inclusion and respect for diversity** respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.
- **Integrity and transparency:** maintain high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- **Professionalism:** demonstrates ability to work in a composed, competent, and committed manner and exercises careful judgment in meeting day-to-day challenges.

Core Competencies – behavioural indicators

- **Teamwork:** develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
- **Delivering results** produces and delivers quality results in a service-oriented and timely manner; is action-oriented and committed to achieving agreed outcomes.
- **Managing and sharing knowledge** continuously seeks to learn, share knowledge, and innovate.
- **Accountability:** takes ownership for achieving the Organization's priorities and assumes responsibility for own action and delegated work.
- **Communication:** encourages and contributes to clear and open communication; explains complex matters in an informative, inspiring, and motivational way.

Prepared by:  _____

Baktybek Kzy Salavat

Date: 02.03.2022Approved by:  _____

Moldobaeva Bermet

Date: 02.03.2022

Signed by: _____

Consultant

Date: _____