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**Terms of Reference**

**Selection and Employment of an Individual consultant to execute communication activities at ICTA**

**1. Introduction**

The Information and Communication Technology Agency of Sri Lanka (ICTA) is an organization fully owned by the Government of Sri Lanka. ICTA was established to develop the economy of Sri Lanka through information and communication technologies (ICT). To this end, it works to improve both the technological capacity of the country, such as building infrastructure, and the readiness of its people, through education and human resources. It is also active in developing regulations around the use of technology and disseminating information worldwide about Sri Lankan ICT.

**2. Background**

All communication activities undertake by the ICT Agency is expected to reach all citizens of Sri Lanka as all activities carried out by the agency is desired to impact their lives. On this base, ICTA has various public-interest information to share with the public while also ensuring compliance to the RTI Act and Official Languages Policy. The Sinhala and Tamil languages are both Official and National Languages in Sri Lanka while English is the Link Language. Apart from the statutory provisions for the implementation of the Official Languages Policy, administrative provisions have been made in implementing the same.

**3. Objective of this Assignment**

As described earlier the ICT Agency is expected to ensure inclusivity of all races and be sensitive to language requirements when publishing information to be disseminated among citizens. The ICT Agency is currently functioning without the dedicated service of a content writer/translator (with an emphasis in proficiency in Tamil). It is imperative that the agency ensures that outflow of information is done in all three languages as stipulated in the official language policy of the GoSL.

**4. Profile of the possible candidate**

1. Fluency in Sinhala , Tamil and English (both written and spoken).
2. Knowledgeable in all forms of media which includes social media.
3. Assist in developing and executing branding and communication strategies.
4. Be familiar with video/audio/animation/print production.
5. Content library creation and scheduling.
6. Content creation/development for the various media channels.
7. Ability in designing advertisements, Flyers, Brochures, creating and appealing Web/social media content , and presentations etc

**Qualifications and Experience**

1. Degree or equivalent qualification in marketing, journalism or any other relevant field.
2. Minimum of 3 years’ experience in a similar role working for a digital marketing agency, Media Institute or PR agency is essential.
3. Experience in Web content Creation and Management (Minimum of 3 years)
4. Experience in Social media channels such as Facebook, LinkedIn and Twitter (minimum 3 years)

**6. Deliverables and Timeline;**

The following deliverables should be delivered in a manner acceptable to ICTA and Parliament of Sri Lanka. Duration of the assignment is 06 months .

| Items  | *Details*  | End date  |
| --- | --- | --- |
|  Inception report  Work plan  | *(a )* *Become familiar with ICTA policies and procedures, objectives and requirements - understand clearly his/her role in achieving settlement related contractual goals and outcomes.**(B) Preparing activity plan for next six month*  | Contract date + two weeks |
| Translating (Sinhala to Tamil and English) Web updatingSocial mediaDesigning and Creations  | * *News for all media*
* *Articles for print Media*
* *Content writing*
* *Corporates Documentations*
* *Pictures, of project and official activates*
* *Videos*  *of project and official activates*
* *Stories and Updates*  *of project and official activates*
* *Pictures,*  *of project and official activates*
* *Videos* *of project and official activates*
* *Stories and Updates* *of project and official activates*
* *adverts,* *of project and official activates*
* *Flyers,*  *of project and official activates*
* *Brochures, for project and official activates*
* *PowerPoint,*  *of project and official activates*
* *Preparing of short Video clips for web and social media*

Upon submission of completion report covering above on monthly basis ( |  Contract date + two weeks to 24 weeks (upon completion of each month) |

**7. Payment**

 Payment will be made in equal monthly instalments up on satisfactory delivery of the tasked

 mentioned in the above section 6 and tasks assigned by the supervisor.

**8. Engagement Model**

 The Initial individual consultant contract will be for Six Months – Full time, extension based

 On performance of the individual consultant.

**9. Reporting**

 The individual consultant would report to the Head of Transformation.