



ONE ASEAN ONE RESPONSE

TERMS OF REFERENCE

Consultancy : Media and Social Media Monitoring

Reporting to : Communications Officer

Duration : 3 months

BACKGROUND

The AHA Centre – ASEAN Coordinating Centre for Humanitarian Assistance on disaster management – is an inter-governmental organisation established by 10 ASEAN Member States – Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam - to facilitate the cooperation and coordination among ASEAN Member States and with the United Nations and international organisations for disaster management and emergency response in the region.

The European Union (EU) also supported the AHA Centre, through EU-SAHA project, to strengthen the capacity and sustainability of the centre to achieve operational excellence in disaster monitoring and emergency response. One of the components from the project is to enhance communication strategy and media outreach through various activities, including interaction with the media, social media activities, publications, etc. News agencies and social media also play crucial roles in fostering disaster resilience through their reporting and content. They can share information of a potential hazards, educate the public on the proper preparedness measures that they need to take before an impending disaster, or provide the public with accurate information of an ongoing emergency response operations.

The AHA Centre, with the support of the European Union, is looking for a consultant that can help provide in-depth media monitoring and analysis to assist the growth and impact of the AHA Centre's external communications. The service will also be expected to raise the AHA Centre awareness of media trends and the behaviors of the audience so the centre may best maximise engagement with target audiences, the distribution of key messages and strengthen organisational brand/reputation.

SCOPE OF WORK

The expected deliverables from the consultant are:

- Develop a plan for media and social media monitoring, including proposed timeline and tool of analysis;
- Conduct daily monitoring of media, including online, print, social media, and any other relevant platforms in English based on the media mentions related to ASEAN, the AHA Centre, disaster management, and selected search terms required by the AHA Centre. Keywords including, but not limited to ASEAN, AHA Centre, disaster management, and regional.
- Provide weekly reports and analysis on media and social media monitoring;



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- For social media monitoring, the consultant should provide comprehensive reports and social media analysis of mentions – including trending hashtags/keywords related to disaster management; engagement and audience behaviour;
- Submit weekly recommended actions based on top issues raised, both in the media and social media;
- Other related services as agreed between both parties dependent on the services with added value on offer
- The consultant should be able to meet the timeline provided by the AHA Centre;

QUALIFICATIONS AND EXPERIENCE

Key professional competencies needed for the assignment are:

1. A reputable firm/agency with experience in conducting media and social media monitoring;
2. Have broad knowledge of media, social media, and disaster management issues;
3. Familiar with social media analytic tools and sentiment analysis;
4. Good command of English;
5. Have broad networks among news organisations/journalists in ASEAN region;
6. Experience working with international organisations will be a plus.

APPLICATION REQUIREMENTS

1. Letter of application;
2. Proposal that includes:
 - a. Proposed objectives;
 - b. Proposed timeline;
 - c. Proposed media and social media analysis tools;
 - d. Proposed budget for implementation, including detailed fee breakdown by each activity.
3. Company profile and/or business registration document;
4. Curriculum vitae of team members or consultants;
5. AHA Centre Supplier Information form that can be downloaded here.

SELECTION CRITERIA

1. Clarity of the proposed analytic tools and explain how the monitoring will be conducted during the consultancy;
2. Ability to provide sample/portfolios of the previous works;
3. Flexibility of the timeline, which will be discussed and agreed by both parties;
4. Experience working with international organisations (working with ASEAN entities will be a plus);
5. A demonstrated high-level expertise and extensive experience in communications, media outreach, and social media issues and other related fields, by submitting team's profiles/CVs along with the proposal;
6. Good command of English.



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PAYMENT TERMS OF THE CONSULTANCY

Selected consultant will receive a total service fee during the overall engagement period, which will be transferred based on the following payment terms:

1. 10% Upon submission, completion and approval of the first month report of the monitoring;
2. 40% Upon submission, completion and approval of the second month report of the monitoring;
3. 50% Upon submission, completion and approval of the third month (final) report of the monitoring.

APPLICATION AND DURATION OF THE ASSIGNMENT

Interested company/agency/firm may apply by sending a proposal/quotation to procurement@ahacentre.org latest on 26 May 2022. The length of this assignment will be 3 (three) months, starting from 15 June to 15 September 2022. Incomplete applications will not be considered.

The Selection Panel's decision is final and only shortlisted candidates will be notified.

For more information on AHA Centre, please visit www.ahacentre.org
