This consultancy request has been made by:

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| Unit: | WHE |
| Country Office: | Pakistan |

1. **Purpose of the Consultancy**

The COVID-19 pandemic since the first reports of cases from Wuhan, China at the end of 2019 has escalated to more than 400,000 in the world. As of 26 March 2020, the number of lab confirmed cases has risen in Pakistan to over 1100 with 9 deaths. The situation, in view of the health system considerations & population size and the fast-evolving pace of the epidemic requires swift actions to contain and respond timely and efficiently for preventing further spread.

WHO Country Office Pakistan with close technical guidance and cooperation of Regional Office has been working with M/ONHSR&C & provincial ministries for providing timely and accurate information on various communication tools on the latest situation of COVID cases in Pakistan.

This consultancy will provide communications support to assist the office to formulate and disseminate more and better information. Under the guidance of the Country Representative and working with the Incident Manager and Emergency Coordinator, the Communications Specialist will provide support to help WHO to develop its communications strategy, and communication products to promote WHO’s work in Pakistan.

In line of the current pandemic of COVID-19 outbreak in Pakistan, WCO urgently needs the services of a Communication Consultant to support the development and delivery of the Country’s Office’s communications strategy for internal and external communications and outreach including provision of strategic advice on Communications for WHO

1. **Planed Duration**

02 Month

**Work to be performed**

* **Output 2:** Design and produce the following communication materials
  + Deliverable 2.1: Monthly newsletter
  + Deliverable 2.2: Brochures and pamphlets: one general for WHO and other for thematic areas as required
  + Deliverable 2.3: Daily and weekly situation reports
  + Deliverable 2.4: Weekly / monthly donor briefs targeting WHO internal staff / Ministry of Health / donor partners / other UN agencies

Output 3: Provide technical guidance and support for media campaigns and internal media and communications related activities. Deliverable 3.1: Design and facilitate media awareness campaigns to promote WHO efforts

Deliverable 3.2: Organize / outsource the design, editing and publishing of various publications

**Technical Supervision**

The selected Consultant will work on the supervision of:

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| Responsible Officer: | Dr Michael Lukwiya | Email: | lukwiyam@who.int |
| Manager: | Dr Palitha Mahipala/Head of WHO Office | Email: | mahipalap@who.int |

1. **Language requirements:**

English & Urdu (Read - Write - Speak / Expert or Intermediate).

1. **Place of assignment**

WHO Country Office, Pakistan Islamabad

1. **Specific requirements**

Qualifications required:

University degree in Communication, Journalism, strategic communications, political or social sciences, international relations, or related field.

Experience required:

At least 5 years of relevant experience in working with national and/or international organizations