



TERMS OF REFERENCE (TOR)

Public Relations and Communications Services

Ministry of Arts, Culture and Heritage

Duration: 24 Months

1. Background

The Ministry of Arts, Culture and Heritage is responsible for promoting and preserving the nation's arts, culture, language, heritage, archives, and related sectors. To strengthen public engagement, visibility, stakeholder communication, and media relations, the Ministry seeks to engage a professional Public Relations Agency to provide comprehensive communication and public relations services for the Ministry and its affiliated institutions.

2. Objective

The objective of this assignment is to provide strategic and operational public relations services that:

- Enhance the public image and reputation of the Ministry and affiliated institutions.
- Increase public awareness of programs, initiatives, policies, events, and achievements.
- Ensure consistent branding and messaging across all entities.
- Improve engagement with media, stakeholders, communities, and the public.
- Strengthen digital and social media presence.
- Provide timely communication support during events and crisis situations.

3. Scope of Services

The selected PR Company shall provide comprehensive public relations, communications, media relations, stakeholder engagement, and digital communications services for:

1. The Ministry of Arts, Culture and Heritage.

2. National Centre for the Arts (NCA).
3. National Centre for Cultural Heritage (NCCH).
4. Dhivehi Bahuge Academy (DBA).
5. National Bureau of Classification (NBC).
6. National Archives of Maldives.
7. National Library of Maldives.
8. Any departments, divisions, programs, projects, events, campaigns, committees, councils, and affiliated initiatives operating under the Ministry and the above institutions during the contract period.

Additional Clause: Coverage Requirement

The PR Company shall ensure equitable and adequate communications support across all entities under the Ministry. Services shall not be limited to the Ministry headquarters and shall include communication, publicity, media engagement, branding, stakeholder outreach, and digital communications support for all affiliated institutions, programs, projects, exhibitions, festivals, publications, archives, libraries, heritage sites, cultural initiatives, language-development programs, and national commemorative events implemented under the Ministry's mandate.

Additional Scope Under Public Awareness Campaigns

The PR Company shall develop and implement campaigns that promote:

- Arts and creative industries.
- Cultural heritage preservation and awareness.
- National identity and cultural traditions.
- Dhivehi language development and promotion.
- Library services, reading culture, literacy promotion, and knowledge access initiatives.
- Archival preservation and public access to historical records.
- National cultural events, festivals, exhibitions, and commemorative programs.
- Publications, research, and educational resources produced by the Ministry and its affiliated institutions.

This broader wording ensures that any future units, projects, or initiatives under the Ministry and the National Library are automatically covered without needing to amend the contract each time a new program is launched.

A. Strategic Communications

The PR Company shall:

- Develop an annual communications and PR strategy.
- Prepare communication plans for major campaigns and events.
- Provide strategic communications advice to Ministry leadership.
- Develop key messaging and communication guidelines.

B. Media Relations

The PR Company shall:

- Organize press conferences and media briefings.
- Build and maintain relationships with local and international media.
- Arrange interviews and media appearances.
- Respond to media inquiries in coordination with the Ministry.

C. Content Development

The PR Company shall prepare:

- Press releases.
- Feature articles.
- Speeches and talking points.
- Event briefs.
- Newsletters.
- Website content.
- Success stories and human-interest stories.
- Annual reports communication content.

D. Social Media Management

The PR Company shall:

- Manage official social media accounts as directed.
- Develop monthly content calendars.
- Create social media content including graphics, photos, videos, and captions.
- Monitor engagement and respond to public comments when authorized.
- Execute social media campaigns.

E. Event Communications

The PR Company shall:

- Promote Ministry and agency events.
- Coordinate media attendance.
- Prepare event communication materials.
- Provide photography and videography services.
- Produce post-event communication reports.

F. Public Awareness Campaigns

The PR Company shall:

- Design and execute public awareness campaigns related to arts, culture, heritage preservation, language development, archives, and other priority areas.
- Develop campaign branding and communication materials.
- Measure campaign reach and effectiveness.

G. Crisis Communication

The PR Company shall:

- Develop a crisis communication framework.
- Prepare crisis response statements.
- Provide rapid response communication support.
- Monitor media and social media sentiment during crisis situations.

H. Media Monitoring and Analysis

The PR Company shall:

- Monitor print, online, television, radio, and social media coverage.
- Track public sentiment.
- Provide regular media monitoring reports.
- Identify communication risks and opportunities.

I. Branding and Visibility

The PR Company shall:

- Ensure consistency of branding and messaging.
- Support development of promotional materials.
- Recommend visibility initiatives to strengthen public engagement.

4. Deliverables

The PR Company shall provide:

Monthly Deliverables

- Communications activities report.
- Media monitoring report.
- Social media performance report.
- Upcoming communications calendar.
- Media coverage summary.

Quarterly Deliverables

- Strategic review report.
- Stakeholder engagement report.
- Campaign performance assessment.
- Communications recommendations.

Annual Deliverables

- Annual communications strategy.
- Annual performance report.
- Reputation and media analysis report.

5. Key Performance Indicators (KPIs)

The PR Company shall be assessed against:

Media Coverage

- Number of positive media stories generated.
- Media reach achieved.
- Quality and prominence of coverage.

Digital Engagement

- Growth in followers.
- Engagement rates.
- Reach and impressions.

Content Production

- Timely production of communication materials.
- Quality of content.
- Adherence to Ministry branding standards.

Responsiveness

- Response time to media requests.
- Response time during crises.
- Timely delivery of reports.

Campaign Performance

- Achievement of campaign objectives.
- Public engagement levels.
- Stakeholder participation.

6. Staffing Requirements

The PR Company shall assign a dedicated team comprising:

- Account Director / Team Lead
- Senior PR and Communications Manager
- Media Relations Officer
- Digital Communications Specialist
- Graphic Designer
- Photographer/Videographer
- Content Writer

The Ministry reserves the right to approve key personnel.

7. Reporting Arrangements

The PR Company shall report to the designated Ministry focal point.

The team shall:

- Attend weekly coordination meetings.
- Participate in planning meetings when required.
- Provide emergency communications support outside normal office hours when necessary.

8. Confidentiality

The PR Company shall maintain strict confidentiality regarding all information, documents, policies, and communications obtained during the assignment.

9. Contract Duration

The contract shall be for a period of twenty-four (24) months from the commencement date, with performance reviews conducted every six months.

Proposals may be evaluated based on:

Criteria	Weight
Price	60%
Experience	10%
Work proposal	30%

One recommendation for a Ministry-level TOR is to include a **minimum service level requirement**, such as:

- Minimum 10 press releases per month.
- Monthly content plans for all six institutions.
- Coverage of all official events.
- Quarterly public-awareness campaigns.
- 24/7 crisis communication support.
- Dedicated on-site PR officer for at least 3–5 days per week.

These measurable requirements make contract management and performance evaluation much easier over the two-year period.