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Ref: SHE/ADM/26/100-AD
Date: 08th November 2026

TERMS OF REFERENCE

Hiring a Consultant/Firm for Digital Content Development on Sexual and Reproductive Health and Rights (SRHR)

Introduction

The Society for Health Education (SHE) is a national non-governmental organization in the Maldives dedicated to promoting health and well-being through an integrated and holistic approach. Key thematic focus areas of SHE are Sexual Reproductive Health, Thalassemia Laboratory and Diagnostic Services, Counselling and Psychosocial Services, and Health promotion.

SHE strives to improve the quality of life of the Maldivian people by promoting equitable access to quality health services, strengthening national capacity, and raising awareness on health and social issues through evidence-based programmes and partnerships.

1. Background

Sexual and reproductive health and rights (SRHR) knowledge and access to accurate information remain important areas for health promotion in the Maldives. Although menstrual health education is provided through school-based sessions and family planning services are available through healthcare facilities, gaps remain in awareness and understanding of certain SRHR issues, particularly reproductive health conditions, available services and when to seek healthcare.

Stigma, misconceptions and social and cultural barriers may also affect individuals' willingness to seek information, discuss reproductive health concerns and access appropriate services. These challenges highlight the importance of providing accurate, accessible and culturally appropriate SRHR information through platforms that can reach young people and the wider public.

The project proposes a digital intervention aimed at increasing awareness among young women and men of reproductive age on key SRHR issues. It will use digital and social media platforms to provide accurate, engaging and relatable information that supports informed decision-making and encourages timely access to appropriate healthcare services.

Particular emphasis will be placed on reproductive health conditions and topics that may receive limited attention in mainstream SRHR education, including Polycystic Ovary Syndrome (PCOS) and endometriosis. The intervention will also address key SRHR themes such as the menstrual cycle, contraception and family

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planning, maternal health, gender and reproductive rights, healthy relationships, and access to SRHR information and services.

Through the development and dissemination of audience-friendly digital content, the project aims to improve access to reliable SRHR information, address misconceptions, reduce stigma and increase awareness of available SRHR services, including those provided by the Society for Health Education.

2. Objective of the Assignment

To develop accurate, culturally appropriate and engaging digital content in Dhivehi and English to improve awareness and understanding of sexual and reproductive health and rights (SRHR) and promote access to reliable information and available services among young women and men of reproductive age.

3. Scope of Work

The consultant will be responsible for:

- Develop engaging digital content in Dhivehi and English, as required, based on SRHR topics, technical information and key messages provided by SHE.
- Adapt technical information into clear, accurate, culturally appropriate and audience-friendly content using appropriate digital formats and visual approaches.
- Develop materials in agreed formats, including social media posts, digital posters, infographics, carousels and other digital content.
- Ensure all content is consistent with SHE's branding and appropriate for the intended audience and agreed digital platforms
- Submit draft content for SHE's technical and program review, incorporate agreed feedback and finalize the approved materials.
- Submit final materials in the agreed formats, including editable/source files.

4. Key Deliverables

The consultant shall submit the following deliverables:

- Creative concepts and visual direction for the agreed digital content.
- Draft digital content for SHE's technical and program review.
- Final digital content package comprising five digital content pieces in agreed formats, which may include social media posts, digital posters, infographics and/or carousels.
- Dhivehi and English versions of the agreed content, as required.

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- Final and editable/source files of all approved content, optimized for the agreed digital platforms.

5. Qualifications and Experience

The consultant or consulting firm should demonstrate:

- Relevant qualifications, professional training or demonstrated experience in graphic design, digital media, communications, multimedia, visual communication or a related field.
- At least three (3) years of relevant professional experience in digital content development, graphic design, social media content development or related work.
- A strong portfolio demonstrating experience in developing engaging digital content for social media and other digital platforms.
- Strong graphic design, visual communication and content adaptation skills, including the ability to transform technical information into clear, simple and visually engaging content.
- Experience in developing content in Dhivehi and English.
- Good understanding of the Maldivian social and cultural context.
- Ability to work collaboratively, incorporate technical feedback and complete deliverables within agreed timelines.

6. Reporting

The consultant will report directly to the Director of Program, and will work closely with the assigned project team throughout the assignment.

7. Proposal Submission Requirements

Interested applicants should submit:

- A technical proposal outlining their understanding of the assignment, proposed approach and methodology, work plan and timeline.
- A financial proposal with a detailed cost breakdown.
- An updated Curriculum Vitae (CV) or company profile, as applicable.
- Copies of relevant academic qualifications and professional training certificates, where applicable.
- A portfolio or samples of previous digital content development and graphic design work, preferably including social media content and communication materials.
- Contact details of at least two professional references or previous clients.

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8. Evaluation Criteria

Proposals will be evaluated based on:

- Technical approach, methodology and proposed work plan – 30%
- Quality and relevance of previous digital content development and graphic design work, as demonstrated through the portfolio - 30%
- Relevant qualifications, professional experience and technical expertise - 25%
- Financial proposal – 15%

9. Duration of the Assignment

The consultancy is expected to be completed within **60** working days, after the contract is signed, and according to the agreed work plan.

10. Payment Schedule

Payment will be made upon satisfactory completion of the agreed deliverables as follows:

- **30%** upon approval of creative concepts and initial draft initial content
- **70%** upon submission and approval of final digital content and editable/source files

11. Intellectual Property Clause:

All digital content, designs, creative materials and other outputs developed specifically under this consultancy shall become the property of the Society for Health Education (SHE).

12. Licensing and Usage Rights

The consultant shall ensure that all photographs, illustrations, icons, fonts, music, video footage, templates, graphics, and other third-party materials incorporated into the digital content are appropriately licensed or authorized for the intended use. The consultant shall provide information on any applicable licensing conditions or usage restrictions to SHE.

All original content developed specifically under this consultancy shall be provided to SHE upon completion, including final and editable/source files. SHE shall have the right to use, reproduce, adapt, translate, update, and disseminate the content through its digital and communication platforms without requiring additional permission from the consultant.

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13. Safeguarding and Ethical Considerations

The consultant will be required to comply with SHE's safeguarding, child protection, prevention of sexual exploitation and abuse (PSEA), confidentiality, and ethical standards throughout the assignment.

14. Application Deadline

Interested candidates should submit their applications by **16th November 2026** to:

Society for Health Education (SHE)
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Buruzu Magu
Malé, Maldives

Email: **hr@she.org.mv**

SHE is committed to the safety and protection of children, young people and vulnerable adults and this role may involve contact with these groups. Our recruitment and selection procedures reflect our commitment to the safety and protection of children, young people and vulnerable adults in our programs. SHE is committed to equal opportunities, cultural diversity and encourages women, young people and people with disabilities to apply.