Society for Health Education
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Ref No: SHE/ADM/26/101-AD

Date: 16th November 2026

TERMS OF REFERENCE

CONSULTANCY FOR THE DEVELOPMENT AND ADAPTATION OF HIV PREVENTION COMMUNICATION CONTENT

1. INTRODUCTION

The Society for Health Education (SHE) is a national non-governmental organization established in 1988, dedicated to improving the health and well-being of individuals and communities in the Maldives through education, advocacy and service delivery. SHE provides sexual and reproductive health (SRH) services, HIV counselling and testing, laboratory and diagnostic services, counselling and psychosocial support, and health promotion programs.

Under the Fight Back Fund (FBF) Project, SHE is implementing initiatives to strengthen HIV prevention awareness and improve access to HIV prevention services.

The project focuses on promoting HIV prevention through social media campaigns using youth influencers, HIV advocates, myth-busting reels, knowledge tools and digital communication platforms.

As part of this activity, SHE seeks to engage a consultant to develop and adapt accurate, youth-friendly, culturally appropriate and stigma-free communication content covering HIV prevention education, myths and misconceptions, and information on available HIV prevention services.

The content developed will support SHE's HIV prevention awareness and communication initiatives.

2. OBJECTIVE OF THE CONSULTANCY

The overall objective of the consultancy is to develop and adapt accurate, engaging, youth-friendly and stigma-free communication content to support HIV prevention awareness and digital communication campaigns under the FBF Project.

The specific objectives are to:

1. Develop clear and accessible messages addressing common myths and misconceptions surrounding HIV.
2. Develop educational content on HIV prevention.
3. Develop content that increases awareness of available HIV prevention services and encourages informed decisions about accessing these services.
4. Adapt communication messages for youth-oriented digital communication formats, including social media posts, carousels, short-form video scripts and other relevant knowledge-sharing materials.
5. Ensure that all communication content is technically accurate, culturally appropriate, inclusive and stigma-free.

3. SCOPE OF WORK

The consultant will be responsible for the following:

1. Develop clear, accurate, engaging and youth-friendly communication content on HIV prevention, including prevention options, based on project objectives and technical information provided by SHE and relevant partners.
2. Develop myth-busting messages addressing common misconceptions surrounding HIV transmission, prevention, testing and treatment, while promoting informed decision-making and reducing stigma and discrimination.
3. Prepare communication content highlighting the importance and availability of HIV prevention, testing and related services.

4. Develop, design and adapt communication materials for different digital platforms, including social media posts, carousels, infographics and other visually engaging formats suitable for youth audiences.
5. Develop and produce short-form videos and myth-busting reels to promote HIV prevention awareness, including content suitable for use by youth influencers, HIV advocates and other relevant communication partners.
6. Prepare engaging captions, key messages and calls to action to accompany digital communication materials and encourage awareness and access to available HIV prevention services.
7. Develop and design Information, Education and Communication (IEC) leaflets and other relevant knowledge materials, including preparation of print-ready files.
8. Ensure that all communication materials are technically accurate, culturally appropriate, accessible, youth-friendly and stigma-free, and suitable for dissemination through SHE's communication platforms.
9. Work closely with SHE and relevant technical partners to review and refine the content and designs, incorporating feedback to ensure technical accuracy and alignment with project objectives.
10. Submit all final approved communication materials, including digital creatives, videos, IEC materials and editable source files, in formats suitable for publication, printing and future adaptation by SHE.

4. KEY DELIVERABLES

The consultant will be expected to deliver the following:

1. A brief content plan outlining the proposed HIV prevention topics, key messages, communication formats and production schedule for SHE's approval.
2. Eight (08) professionally designed, youth-friendly social media creatives, including posts, carousels and infographics covering HIV prevention education, myth-busting messages, HIV testing and service availability.

3. Four (04) short-form videos or myth-busting reels of approximately 30–60 seconds each, incorporating engaging visual content and clear HIV prevention messages suitable for dissemination through social media platforms.
4. Five (5) HIV prevention IEC leaflets, including content development, graphic design and preparation of final digital and print-ready versions. The materials should cover agreed HIV prevention topics and be suitable for subsequent translation and localization.
5. Relevant captions, key messages and calls to action accompanying the social media materials, including content suitable for use by youth influencers and HIV advocates.
6. All approved communication materials, incorporating feedback from SHE and relevant technical partners, submitted in publication-ready formats together with editable source files for future adaptation and use.

5. DURATION OF THE ASSIGNMENT

The consultancy is expected to be completed within six (06) weeks from the date of contract signing.

The consultant will be required to submit a work plan outlining the proposed timeline for content development, design, production, review, revisions and final submission of deliverables.

All deliverables must be completed and approved by SHE within the agreed consultancy period.

6.QUALIFICATIONS

The consultant or consultancy team should possess the following qualifications and experience:

- Relevant qualifications in communications, graphic design, digital media, public health, health promotion or a related field, or equivalent professional experience.
- Demonstrated experience in developing and designing communication materials, including social media content, infographics and IEC materials.
- Proven experience in producing short-form videos, reels or other digital audiovisual content.
- Strong content writing, editing, graphic design and visual communication skills.
- Experience in developing youth-friendly, engaging and culturally appropriate communication materials will be an added advantage.
- Ability to communicate sensitive health-related information accurately and without stigma or discrimination.
- Good understanding of the Maldivian social and cultural context.
- Experience in developing HIV prevention, sexual and reproductive health or other public health communication materials will be an advantage.

7. REPORTING AND COORDINATION

The consultant will work under the coordination of SHE's FBF Project team, with oversight from the relevant programme management staff.

SHE will provide relevant technical information, project guidance, branding requirements and feedback on draft materials.

All HIV prevention content will be subject to technical review by SHE and the Health Protection Agency (HPA), as appropriate, prior to final approval.

8. PAYMENT STRUCTURE

Payments will be made in the following instalments, subject to SHE's review and approval of the relevant deliverables:

1. **First Payment – 20%:** Upon submission and approval of the content plan outlining the proposed HIV prevention topics, key messages, communication formats and production schedule.
2. **Second Payment – 40%:** Upon submission and approval of:
    - Four (04) professionally designed social media creatives, including relevant captions and key messages.
    - Two (02) completed short-form videos or myth-busting reels.
    - Draft content and designs for five (05) HIV prevention IEC leaflets.
3. **Final Payment – 40%:** Upon submission and approval of:
    - Four (04) remaining social media creatives, including relevant captions and key messages.
    - Two (02) remaining short-form videos or myth-busting reels.
    - Final content and designs for all ten (10) HIV prevention IEC leaflets in digital and print-ready formats.
    - All final approved communication materials, incorporating feedback from SHE and relevant technical partners, together with publication-ready and editable source files.

Payment will be made in accordance with SHE's financial procedures and the terms of the consultancy agreement.

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9. SELECTION CRITERIA

Consultants will be evaluated based on the following criteria:

1. Academic Qualifications (15%)

- Relevant qualification in Communication Design, Graphic Design, Digital Media, Media Communication or a related field.
- Proficiency in graphic design and video editing software or equivalent tools.

2. Work Experience (25%)

- Minimum two (2) years of experience in developing communication and digital awareness materials, including social media creatives, IEC materials and short-form videos/reels.
- Experience in developing HIV prevention, sexual and reproductive health or other public health communication materials will be an advantage.

3. Portfolio and Design Quality (25%)

- Quality and relevance of previous work, including social media creatives, IEC/leaflet designs and short-form videos/reels.
- Demonstrated ability to produce engaging, accessible, youth-friendly, culturally appropriate and stigma-free communication materials.

4. Methodology and Work Plan (15%)

- Clear and practical approach to content development, graphic design and video production.
- Realistic work plan for delivering eight (08) social media creatives, four (04) short-form videos/reels and ten (10) IEC leaflets.
- Appropriate arrangements for technical review, revisions and quality assurance.

5. Financial Proposal (20%)

- Competitive and realistic financial proposal with a clear cost breakdown by deliverable.

10. ADDITIONAL INFORMATION

Any clarifications to the proposal may be sent to the email address below

- Email: program@she.org.mv
- Copy to: hr@she.org.mv

11. APPLICATION

The proposal application must include:

- Letter of interest
- Technical proposal including approach and work plan
- Quoted price (in MVR) with clear breakdown by deliverables
- Portfolio of relevant design work (social media posts and brochure samples preferred)
- Profile / CV of the consultant (or company profile if applicable)
- Copy of national ID / company registration (as applicable)
- Reference letters / evidence of similar previous work

12. SUBMISSION

Deadline for submission is 23rd November 2026 before 14:00 hrs.

Proposal Title: CONSULTANCY FOR THE DEVELOPMENT AND ADAPTATION OF HIV PREVENTION COMMUNICATION CONTENT

Submission date and time : 23rd November 2026, 14:00

Reference: SHE/ADM/26/101-AD

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E-mail: shemaldives@she.org.mv ޕޯ ޓ ލ ް:

Applicant's name, address, contact number, and email address.

Address for Submission:

Society for Health Education (SHE)
M. Kuluni Vehi, 2nd Floor
Buruzu Magu
Male' 20318, Republic of Maldives

For further information, please contact 7989137 or program@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.**

14. ANNEX - Proposal Template

CONSULTANT NAME/LOGO (HEADER)

CONSULTANCY FOR THE DEVELOPMENT AND ADAPTATION OF HIV PREVENTION COMMUNICATION CONTENT

Reference Number: [Advertisement Reference]

Name of Applicant:

Contact Information:

Date of Submission:

1. Letter of Interest

A signed one-page statement expressing interest and briefly summarising the consultant's motivation and suitability for the assignment.

2. Consultant/Organisation Profile

Include relevant experience and previous similar assignments. Attach relevant portfolio samples.

3. Applicant's Understanding of Key Objectives of the TOR

Demonstrate understanding of the FBF Project's HIV prevention communication objectives, target audiences and requirements for developing accurate, youth-friendly, culturally appropriate and stigma-free IEC materials, and of how audience insights will shape the messaging.

4. Risk Management

Identify potential challenges in developing HIV prevention communication materials, including engaging communities on sensitive topics, protecting participant confidentiality and managing stigmatising or misleading comments online, and proposed mitigation strategies.

5. Proposed Approach

Describe the proposed:

- Audience analysis methodology, including data sources, social media-based methods (analytics, online polls/surveys, social listening), any consultation methods, sampling, consent and safeguarding procedures;
- Message framework development and pre-testing process;
- Content development and adaptation process;

- Design process;
- Collaboration and coordination with SHE;
- Review and approval workflow;
- Technical quality-assurance process;
- Accessibility and cultural considerations;
- Social media engagement approach, including community management and moderation;
- Monitoring approach, including indicators, tools and reporting; and
- Final file handover process.

6. Work Plan and Timeline

Provide a schedule covering:

- Inception;
- Audience analysis (desk review, social media-based analysis, any consultations, and synthesis);
- Development and approval of the message framework;
- Development of design concepts and templates;
- Production of ten (10) social media post/carousel creatives;
- Development of five (05) IEC leaflets;
- Pre-testing of draft materials;
- Development of the social media engagement and monitoring plan, and staff orientation;
- Review and revision;
- Final approval; and
- Final handover.

7. Deliverables and Quoted Price

Deliverable	Output		Timeline	% Payment	Quoted Price (MVR)
Total Price	—		—	**100%**	

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8. Annexes

- CV(s) of personnel
- Company/consultant registration docs (if applicable)
- Copy of National ID (for individual)
- Portfolio samples
- Reference letters / past work evidence