

TERMS OF REFERENCE

Communications & Creative Services Panel

Reports to:	Strategic Communications and Knowledge Lead, Partnerships for Infrastructure (P4I)
Required:	Social media specialist
Location:	Home-based; no travel required
Duration:	Panel member will be engaged for inputs up to December 2025 (100 days)

Background

Partnerships for Infrastructure (P4I) is an Australian Government initiative partnering with Southeast Asia to foster inclusive growth through sustainable infrastructure. P4I works with and provides services to Cambodia, Indonesia, Laos, Malaysia, Philippines, Thailand, Timor-Leste, Vietnam and the Association of Southeast Asian Nations (ASEAN).

The focus is on infrastructure planning and prioritisation, procurement, and policy and regulation, using either rapid or longer-term infrastructure advisory services, government partnerships, and regional learning and networking. All services include the cross-cutting priorities of gender equality and social inclusion, and disaster risk reduction and climate change.

Delivered through a single cohesive team, the initiative is led by the [Australian Department of Foreign Affairs and Trade](#) in collaboration with [Ernst & Young](#), [Adam Smith International](#), [The Asia Foundation](#) and [Ninti One](#). P4I has a regional hub in Bangkok, with staff in Canberra and each target country location.

More about P4I is available at www.partnershipsforinfrastructure.org

Purpose

P4I is seeking a social media strategist and producer who can provide tailored and impactful stories and content for relevant P4I initiative channels, including P4I LinkedIn, Australian Embassy and Ambassador accounts, and partner accounts, that delivers high quality, accessible and compelling content and engagement that tells the story of impact, across sectors, cross cutting themes and regional representation.

Scope of Work

The Social Media Specialist is responsible for supporting the communications and knowledge management functions of P4I and Australian posts in Southeast Asian countries, including Cambodia, Indonesia, Laos, Malaysia, the Philippines, Thailand, Timor-Leste, and Vietnam, as well as the Association of Southeast Asian Nations (ASEAN).

The Specialist will work together with P4I's Strategic Communications and Knowledge Lead and Communications Officer to analyse key accounts, provide engagement plans and deliver content to achieve objectives.

Roles & Responsibilities

The responsibilities required by P4I to deliver this project include:

- Review of relevant P4I and partner platforms and short tailored engagement and content strategy for each (6 x 1 pagers)
- Content planning, incorporating P4I initiative milestones, relevant sector milestones and events and evergreen content.
- Draft snappy, tailored and relevant social copy for relevant channels



- Working closely with the Communications Officer to draft scripts and copy for AV and graphic materials.
- Performance monitoring and evaluation, providing direction on how to update approach based on data.
- Define and track relevant KPIs to measure content performance and provide regular reports.
- Comply with basic accessibility protocols
- Comply with P4I style guide and AGSM

Please note, P4I is committed to gender equality, disability and social inclusion. Language, imagery or graphics conveying equal representation of women and men, and vulnerable and marginalised peoples where possible. Designs and content should also be accessible for visually impaired persons, with appropriate fonts, colours and contrast.

Candidates should be fluent in English. Knowledge of a Southeast Asia language an asset.

Terms of engagement

The arrangement will operate under a drawdown contract until 30 June 2025 (possibility of extension), with each separate piece of work outlined in a Tasking Note. Each Tasking Note will set out the services required, including the P4I team member responsible, timelines, and number of days/hours input required.

Suppliers will operate in accordance with Australia's Commonwealth Procurement Rules. All Intellectual Property created under the Australian Department of Foreign Affairs and Trade (DFAT) contracts or subcontracts is vested with the Australian Government (or its nominee) immediately upon its creation. Original source or design files should also be provided to P4I at the completion of each job.

Application Instructions

When applying, please include the following information:

1. A brief cover letter that speaks to suitability for the role, outlining experience, capabilities and qualifications relevant to the tender scope of works (1 page maximum).
2. Company name or individual details, with CV of relevant works (2-pages maximum). If an organisation or company, please include organisation name, the names of specialists being nominated with CVs.
3. A portfolio or examples related to the scope of work.
4. Daily rates and/or estimated rates or hourly costs (using AUD currency) for the following (if applicable):
5. Research and 6 x one pager channel engagement strategies
6. Content planning, including landscape monitoring and responsive content suggestions
7. 5-7 social media posts weekly, LinkedIn, Facebook and X.
8. Script and copy production for 1-2 AV and graphic products weekly.
9. Monitoring and evaluation of performance
10. Names and contact details of three referees.

Please submit applications and queries about the tender via email to the P4I Procurement Manager at tenders@partnershipsforinfrastructure.org.

Applications must be submitted by **11:59pm (Bangkok time) on Friday 20 September 2024**.

Due to the high volume of applications for P4I positions, only short-listed companies will be contacted.



Selection Criteria

The following selection criteria will be used to assess applications:

Skill	Weighting
1. Company or individual registration and experience, including reference checks	20%
2. Relevance of experience and qualifications to one or more required skill areas	20%
3. Experience supporting communications on development projects, particularly those of the Australian Government or in Southeast Asia	10%
4. Quality and relevance of portfolio or examples of previous work	30%
5. Achievement of best value for money	20%
Total	100%