

SPCA Communications Support and Event Coordinator Terms of Reference

SPCA Fiji Islands requires the services of an appropriately skilled “Communications Support and Event Coordinator” between the months of January and June 2024. A total of \$12,000 is budgeted for fees and part-time input only is expected over the 6-month period. The budget for implementation of the outlined activities will be developed and agreed and sponsorship sought by the service provider. All work will be supported by SPCA team.

Deliverables:

Need	Tasks, deliverables	Measure
Ongoing positive media presence through regular and targeted education and awareness social posts	Curated social post (across SPCA’s platforms) that highlight SPCA’s work/staff, positive stories, rescues, recent adoptions, and provide good practice in animal care (educational/awareness material). Messaging to be based on Comms Strategy and Workplan. Material to be developed in coordination with designated SPCA Staff managing the social platforms. Work will require taking photos, interviews, etc. [note: these posts are in addition to SPCA’s regular posts advertising animals for adoption; reuse of previous material is encouraged where possible]	AT LEAST 15 curated posts provided and scheduled for posting through each month
Improving public awareness on SPCA and animal welfare through print and radio and TV	Build on contacts and programmes already started with a focus on promoting SPCA services and advocating sensitivity to animal welfare and improving pet owner responsibility	Updated media plan; Number of programmes/adverts and/or interviews, newspaper or magazine articles
Newsletter summarising SPCA activities in line with EC commitment to members	Mailchimp newsletter – prepare and produce content for SPCA’s regular bi-monthly/quarterly newsletter aimed at providing a synopsis of the society’s work.	Newsletter covering the months of Jan/Febr/March completed and shared widely
Coordinate fundraiser and promo event (1000 Paws)	With the support of SPCA team: <ol style="list-style-type: none"> 1. Review the draft 1000 Paws event plan and update with logistics, venue options, permit requirements, media plan, promotional products, key roles and responsibilities, and timelines. 2. Develop the budget and a sponsorship plan (list of potential sponsors to be approved by EC). 3. Establish, lead and coordinate group of volunteers with appropriate skills and experience (with support of SPCA) 4. Develop campaign/promo material and manage the overall event and campaign. 	Event rolled out Number of participants Funds raised

Proposed payment schedule on delivery of milestones:

Payment 1 (20%)

- AT LEAST 15 x curated SPCA stories developed for social media (FB, IG, X) for use in the first month
- Draft newsletter outlined on Mailchimp for EC approval (to be added to over the next two months)
- Media plan/schedule updated (contacts renewed, etc)
- Draft 1000 Paws event plan revised and outlining logistics, venue options, permit requirements, media plan, promotional products, key roles and responsibilities, and timelines. Confirm event date (23 or 24 March)
- Draft budget and sponsorship plan submitted to EC.
- Event save the date publicised.

Payment 2 (20%)

- AT LEAST 15 x curated SPCA stories uploaded to social media over the month.
- Draft newsletter outlined on Mailchimp for EC approval (to be added to over the next month).
- SPCA promoted via media with at least 2 weekly promotions evident.
- Event venue confirmed, all permit requirements met and approvals received, overall sponsor(s) confirmed with budget covered.
- Promotional material drafted and/or in production.
- Event promotion via multi-pronged approaches commenced and ongoing.

Payment 3 (30%)

- AT LEAST 15 x curated SPCA stories uploaded to social media over the month.
- Newsletter finalised and mailout completed (with social posts etc).
- SPCA promoted via media with at least 2 weekly promotions evident.
- 1000 Paws event held, media coverage etc.
- Photos from event uploaded/shared.
- Debriefing meetings and evaluations of event.

Payment 4 (20%)

- AT LEAST 15 x curated SPCA stories uploaded to social media over the month.
- Final report and related financial acquittals for the 1000 Paws event completed (with SPCA team support).
- SPCA promoted via media with at least 2 weekly promotions evident.
- Draft content for newsletter.

Payment 5 (10%)

- AT LEAST 15 x curated SPCA stories uploaded to social media over the month.
- SPCA schedule secured with at least two media houses for the rest of 2024.

Expressions of Interest:

Please provide a brief proposal outlining a work plan that indicates how you would deliver on the required work.

Include a cover letter outlining your relevant skills and experience and the names and contacts of at least 2 referees with whom you have recently worked.

Please note that receipt of this Call for EOI does not indicate offer of employment. The due date for submission of Expressions of Interest is **4pm 28 December 2023.**

All correspondence to: **Grey Williamson, spcaec@connect.com.fj**