

EXPRESSION OF INTEREST TO PROVIDE STRATEGIC COMMUNICATIONS AND PUBLIC RELATIONS CONSULTANCY FOR THE POLICE REFORM & TRANSFORMATION OFFICE (PORTO)

1. BRIEF BACKGROUND

In the advent of the #EndSARS protest that held in Nigeria in October 2020, there was a major address to the Nation by the President and Commander-in-Chief and one of the prominent promises made in that presidential address was a commitment by the Government to reform the police. In a follow up to this commitment made by the President the police reform initiative was initiated. It was further agreed that the first step towards achieving this Presidential promise was to announce a reform road map that will unveil the vision and strategic direction for the police. This further culminated in the development of **Presidential Roadmap on Police Reform. The execution of the Roadmap is domiciled in the Police Reform & Transformation Office (PORTO)**

2. KEY OBJECTIVE OF THE PROJECT AND ROLE OF THE STRATEGIC MEDIA CONSULTANT

Based on International Best Practice, a reform agenda for the police will have to answer FOUR key questions.

- The WHY of the reform
- The WHAT of the reform
- The HOW of the reform and
- The WHEN of the reform

Sequel to the need to extensively ensure that the Police Reform is effectively communicated to the targeted stakeholders, the key objective for the engagement of a Strategic Media Consultant is to develop and execute a strategic communications and public relations plan that would provide much needed clarity and strategic direction on the key roles and responsibilities of all stakeholders in the reform process and prepare the Nigerian Police and Nigerians as whole for the implementation of the reform of the Police.

3. KEY ACTIVITIES

The major activities to be implemented by the Strategic Media Consultant would fall under the following key objectives

1. Highlighting the merits of the Police Reforms
2. Communicating the impact of the Police Reforms on the Nigerian Police and on Nigerians
3. Stakeholder Mapping
4. Effective Communication of the Police Reform across multiple platforms
5. Reputation management, Perception tracking, and Managing narratives

These key objectives stated above would further provide the foundation for the following key activities that would be carried out by the Strategic Media Consultant to ensure the achievement of the key objectives.

- Review of Main Reform Document
- Stakeholder Mapping - Stakeholder Engagements
- Content Development
- Designing of content forms for media engagements
- Placement of Editorial pieces and Op-eds
- Design and deployment of Infographics, Factsheet, FAQs on platforms
- Drafting of Press Release for dissemination to media partners and stakeholders
- Development of Talking Points and deployment on media platforms
- Other key activities not stated but that would contribute to the delivery of set targets

4. TIMELINE

The timeline for the delivery of the strategic media and public relations consultancy is estimated at 6 months and grouped into 2 phases ranging as follows: May August 2022: Phase 1 September October 2022: Phase 2

5. DELIVERABLES AND EXPECTATIONS

The key deliverables that would be expected from the Strategic Media and Public Relations Consultant when the project officially kicks off include the following:

- Receipt of report on all key activities of the relating to the implementation of the Police Reform. Report to include dates, time, pictures, videos, attendance sheets, and other necessary documents.
- Submission of all receipts for activities carried out with other necessary proof of payments.
- Receipt of report on media tracking of key activities of the relating o Police Reform in the media space.
- Provision of strategic media advisory on action steps to be taken to mitigate negative news trends at any point negative reports are identified.
- Track and identifying quick and timely alerts on key news reports regarding the Police Reform and provision of tactical direction on steps to be taken in crisis situations.

6. DOCUMENTATION FOR ASSESSMENT: To Be Submitted by Prospective Consultant

The following documents are to be submitted by the Strategic Media Consultant as part of the assessment for the final phase of the selection process:

- Corporate Affairs Commission: Certificate of Registration of the Consultant (Company)
- Corporate Profile of the Company
- List of previous clients
- Evidence of payment of tax in the past 1 year.
- Submission of a workplan and budget covering the execution of the media and public relations plan.

Interested and qualified consultant should send application documents to procurement@cleen.org.

Application will be treated on a rolling basis from the day of publishing

NO PHONE CALL PLEASE!!!