

TERM OF REFERENCES (TOR) for Communication Specialist Consultant

1. PROJECT DETAILS

Project Name: Perfect Fit: Creating Sustainable Pathway For Menstrual Health Initiative in Indonesia

Project Description: Perfect Fit supports women and girls to have better periods and reproductive health states through access to eco-friendly menstrual products and education about health, body, and rights. We enable women to understand their own bodies and rights, empower them with our educational activities, to eventually achieve greater gender equality. By providing eco-friendly menstrual products, we promote education to our target audience, women and girls living in the urban and rural areas of Indonesia, while reducing single-use menstrual pads waste.

Project Objectives:

- Strengthen knowledge, attitude, and practices of women and girls on Menstrual Health (MH), Sexual and Reproductive Health and Rights (SRHR), and gender issues;
- Create a supportive environment for MH;
- Implement a sustainable business of Perfect Fit products;
- Provide access to affordable and eco-friendly menstrual products to women and girls.

2. SCOPE OF WORK

Task 1: Develop and implement the communications strategy of the Perfect Fit to maintain and grow the brand digitally

Task objective: Establish a wider audience and increase engagement in social media platforms

No.	Service needed from consultant	Timeline
1.1	Develop and implement the digital communications strategy to grow the Perfect Fit online audience for social media and website.	March - August 2021
1.2	Lead and implement content creation for Perfect Fit social media to ensure all platforms are updated regularly by following the brand guideline.	
1.3	Suggest and implement strategic campaigns to increase brand awareness (i.e. promotions and competitions) that address the needs of Perfect Fit users in urban and rural areas.	
1.4	Engage and communicate with social media followers; respond to queries via the website and social media in a timely manner.	
1.5	Monitor customer reviews on Perfect Fit social media (Instagram, Facebook, and LinkedIn).	

Task 2: Generate analytics and create monthly report for Perfect Fit social media and website

Task objective: Provide data and analysis from the activities on website and social media

No.	Service needed from consultant	Timeline
2.1	Monitor Perfect Fit digital platform performance using social media insights, Google Analytics for the websites, or other analytical tools.	

2.2	Create digital communications monthly reports and recommend an improvement for Perfect Fit social media and website based on the analytic results including, target audience, engagement, trend, and content relevancy.	March - August 2021
2.3	Conduct audience research as the baseline to understand the current audience demographic, and interests.	
2.4	Share skills and train the Perfect Fit team to use the analytical tool(s).	

Task 3: Lead the communications and promotion of Oky App Indonesia, the first-period tracking app for adolescents

Task objective: Manage and implement Oky App communication strategy and promotion

No.	Service needed from consultant	Timeline
3.1	Conduct research and develop a communication strategy to promote Oky App Indonesia.	March - August 2021
3.2	Lead and implement campaigns and creative approaches to increase user acquisition (i.e. promotions and competitions) for Oky App Indonesia.	
3.3	Develop a monthly report of the campaign and/or promotion progress.	
3.4	Handle content creation related to Oky App on all Perfect Fit's digital platforms.	

3. BUDGET

Based on the detailed scope of work, Kopernik invites the consultant to create a work plan and timeline for the specified services above. The budget is set for a maximum of IDR 45,000,0000. The communication specialist will work full time for five months (March-August 2021) for this project.

4. REQUIREMENTS

Applications should fulfill these requirements:

- Proficient in English
- Excellent writing skills both in English and Indonesian
- Bachelor's degree in Communications, Journalism, Public Relations or a related field
- At least 3-4 years of work experience in communication, branding, social media, and/or behavioral changes campaign
- Adequate skills in graphic design (Photoshop, Illustrator, etc)
- Knowledge about, and commitment to sexual reproductive health and rights advocacy
- An Indonesian national

Perfect Fit is inclusive and accepts all applications regardless of their identity and gender. We encourage women to apply for this position.

Applications should be sent by email to recruitment@kopernik.info with the subject '[Communication Specialist] - [name]' by **21 February 2021** with the following documents attached:

- CV
- Cover letter