

CALL FOR CONSULTANCY AGREEMENT FOR A COMMUNICATION EXPERT

The project “Making Industrial Organizations Disaster-resilient by Concept of Business Continuity Management: Marmara Region Implementation (RESMAR)” is jointly financed by the Ministry of Interior Disaster and Emergency Management Presidency (AFAD) and the EU within the scope of the European Union Civil Protection Mechanism (UCPM) Disaster Risk Reduction Single Country Grant Program.

The implementation of the project will be carried out at the AFAD Presidency in Ankara and in the provinces of the Marmara Region. AFAD will provide a space in the Presidency for the consultants to work.

This call is for a consultancy agreement for a **Communication Expert**. A service contract with global pricing will be signed with successful candidates for a specified duration.

1. INFORMATION ABOUT THE PROJECT

Title: Making Industrial Organizations Disaster-resilient by Concept of Business Continuity Management: Marmara Region Implementation (RESMAR)

Grant Program: European Union Civil Protection Mechanism (UCPM) / Technical Support for Disaster Risk Management (Track-1)

Project Completion Date: December 31, 2025 (6 months extension is foreseen)

Justification:

In the event of a disaster, economic life is interrupted and may even come to a standstill depending on the magnitude of the disaster and the damage it causes. For this reason, it is important to increase the resilience of industrial establishments and ensure that they are prepared before a possible disaster. In order for industrial establishments to continue their activities, it is possible to protect themselves from all kinds of threats and dangers by preparing business continuity plans in advance.

Organized Industrial Zones (OSB) have a very important place for Türkiye's economic independence with both their economic size and the workforce they create. The failure of OIZs to provide value-creating products and services after any interruption may affect the participating companies and their employees as well as have serious consequences on a regional and national scale. Therefore, the continuity of the value-creating products and services offered by OIZs after any interruption should be ensured. This can be achieved by accepting, implementing and maintaining business continuity management systems and plans in OIZs, and by each OIZ preparing its own business continuity plan and following these plans as



living documents. The necessity of creating a risk culture and raising awareness on this issue before planning business continuity management should be adopted by both superiors and employees. In order to be prepared for unexpected situations, roles and responsibilities should be determined, and business continuity management should be carried out with cooperation and participation.

In order to manage the project in line with its purpose, to achieve its specific goals, to obtain the desired results from the project, and to maintain the project and project partner relations; a Communication Expert is needed in the section under the title of "Job Description for Communication Expert" and the title of "Requirements for Communication Expert".

Project Purpose:

To increase the resilience, technical/institutional/administrative capacity and awareness of industrial establishments in the Marmara Region against possible disasters.

Project Goals:

This project also envisages the following three specific objectives:

- To increase the resilience of industrial establishments in the Marmara Region against possible disasters with the Business Continuity Management System and Business Continuity Plans,
- To increase technical and administrative capacities and awareness
- To facilitate the sharing of good practices

In order to fulfill the above objectives and specific objectives, the RESMAR project is structured around three components.

Component 1: Implementation Phase

Component 2: Training Phase

Component 3: Dissemination Phase of Good Practice

Project Components:

In Component 1, current laws and practices will be reviewed and practices (Business Continuity Plans, Business Impact Analysis of OIZs, etc.) will be carried out in selected OIZs. In Component 2, training will be provided to selected project participants. Workshops will also be organized. In Component 3, visibility of project practices and good practices will be ensured on the web, social media and the academic community.

Component 1: Implementation Phase

Activity 1.1 Opening Meeting



Activity 1.2 Determining the OIZs to be worked on with stakeholders

Activity 1.3 Review of National and International Legislation, Plans and Good Practices

Activity 1.4 Conducting Business Impact Analysis of OIZs

Activity 1.5 Testing AFAD-EKA (AFAD Industrial Accident Impact Area Modeling Software) in OIZs and Comparing Modeling Results with Other Software

Activity 1.6 Preparing Business Continuity Plans of OIZs

Activity 1.7 Preparing Project Results and Recommendations Report

Component 2: Training Phase

Activity 2.1 Providing Business Continuity Institute (CBCI) Training Certificate to AFAD personnel

Activity 2.2 Study Visit to an EU Member State

Activity 2.3 Training on Business Impact Analysis and Business Continuity Plans Preparation of the Document

Component 3: Dissemination of Good Practices Phase

Activity 3.1 Developing a Communication Strategy and Action Plan

Activity 3.2 Creating the Project Website and Social Media Accounts

Activity 3.3 Preparing a Short Video and Other Relevant Visibility Materials

Activity 3.4 Preparing an Academic Article for Publication in a Journal

Activity 3.5 Preparing a New Project Proposal Document

Activity 3.6 Closing Meeting and International Panel to Share Project Outputs with Stakeholders

2. WHO CAN APPLY

Experts from EU member states and EU Civil Protection Mechanism participating countries (Albania, Bosnia and Herzegovina, Iceland, Moldova, Montenegro, North Macedonia, Norway, Serbia, Türkiye and Ukraine) can apply.

3. JOB DESCRIPTION

It is expected to take place at AFAD headquarters or in the actual implementation of the activities.

3.1 JOB DESCRIPTION FOR COMMUNICATION EXPERT

- Prepare a project-specific communication strategy and action plan, identify target audience, and define communication tools and messages,
- Develop metrics to measure the effectiveness of communication strategies; compile results into reports and share with stakeholders. Collect feedback from target audience or project participants; analyze this information to recommend necessary improvements in communication plan and tools,



- Prepare and maintain the project website ,
- Prepare press releases and social media plan/accounts, manage social media accounts in coordination with Team Leader and Project Administrative Coordinator, ensure regular news and information flow on social media accounts,
- Build effective relationships with media, distribute press releases and attract media attention to the project,
- Share project progress updates on social media channels; organize campaigns to increase engagement,
- Collect feedback from target audience or project participants; analyze this information to recommend necessary improvements,
- Organize training sessions or prepare informative materials to brief team members or other relevant persons about the project,
- Demonstrate ability to contribute to project progress by producing creative solutions to challenges encountered,
- Prepare project short videos and other visibility materials and submit to AFAD for approval,
- Handle layout, design etc. of training documents, presentations and videos prepared within the project scope to make them ready for end-user consumption,
- Attend Project Steering Committee (PSC), Project Management Unit (PMU) meetings, other relevant meetings, workshops, and trainings when required,
- Work collaboratively and harmoniously with experts and Team Leader,
- Other duties related to the nature of work as requested by project managers.

4 REQUIREMENTS FOR FOR COMMUNICATION EXPERT

- Good command of spoken and written English (B1 and above)
- Education: Bachelor's degree required, preferably in Communications, Media, Public Relations or related fields
- Work experience in communications, including social media management
- EU Projects experience preferred
- Written and Verbal Communication Skills: Strong writing and speaking abilities. Capacity to write press releases and deliver presentations
- Proficiency in managing social media platforms, advertising, content management systems (CMS) and other digital tools
- Ability to work harmoniously in a team; strong coordination skills with different departments
- Available for domestic and international travel



APPLICATION METHOD and DEADLINE

The application is not a subcontractor service procurement application. Applications will be made by real persons via e-mail to resmar@afad.gov.tr. The documents requested in the application will be attached to the e-mail by naming the file names in a way that qualifies the content of the document. The e-mail address used by the applicants will be accepted as the official communication address.

If necessary, AFAD may request physical copies of the application documents from the applicants. Applicants are obliged to provide physical copies of the documents. AFAD does not accept any responsibility for documents or e-mails that are not received.

Applications will be made **until 21:00 Türkiye time on Wednesday, February 12, 2025**. Applications that do not reach the resmar@afad.gov.tr e-mail address by this time (and/or missing application documents) will not be evaluated.

REQUIRED APPLICATION DOCUMENTS

1. Application form attached to the call (original signed and scanned)

(The form includes personal information, application statement, CV, references and letter of intent)

EVALUATION OF APPLICANTS

A shortlist will be created as a result of the preliminary evaluation. The preliminary evaluation will be made by the selection committee based on the application forms.

Online or face-to-face interviews will be conducted with the shortlisted applicants.

The final evaluation will be made based on 80% technical and 20% financial evaluations.

CONSULTANCY CONTRACT CANCELLATION CALL AND SERVICE CONTRACT

The Ministry of Interior Disaster and Emergency Management Presidency may withdraw, make changes, cancel the service contract call at any stage it deems necessary without any conditions. This situation does not create any rights or consequences for the applicants.

CONTRACT NATURE

Global price. Consultancy Contract for a specific period.

The applicant will sign a service contract. It will be his/her sole responsibility to comply with all legal requirements and pay all relevant taxes and duties.

In case of extension of the project period, the contract terms continue within the framework of the provisions of this contract.

