

Position Title	Communications & Creative Content Support Consultant
Project Title	Child Wellbeing Benefit (CWB) & National Registration Rollout – <i>Aiga ma Nu'u Manuia</i> (“Register with Care”)
Assignment	Provision of communications, creative content and public awareness support for the national rollout of the Child Wellbeing Benefit, National THRIVE Registry and Health & Wellbeing Registration Fairs
Duration / Term	Up to 30 working days within 3 months
Location	Home-based with in-country inputs
Travel	In-country
Implementing Agency	Ministry of Family and Social Affairs (MFSA) <i>(Transitioning from Ministry of Women, Community and Social Development – MWCSO)</i>
Reporting to	<p>Chief Executive Officer, (CEO) MWCSO</p> <p>Tautua Community Technical Lead</p> <p>MFSA Communications & IT Division</p> <p>Supported by / Working closely with</p> <ul style="list-style-type: none"> • MFSA leadership and National Rollout Coordination Team • Tautua Program Technical Lead
Assignment Objective(s)	<ul style="list-style-type: none"> • To support national communications, awareness and mobilisation for the Child Wellbeing Benefit rollout • To strengthen registration readiness and district mobilisation across all 51 districts • To support public understanding of child wellbeing, immunisation engagement and referral pathways • To promote the “Register with Care” approach through culturally appropriate communications products

Pathway for Development of Samoa (PDS) 2021-2026 Linkages	Key Strategic Outcome 1: Improved Social Development Key Priority Area 4: People Empowerment <ul style="list-style-type: none"> • Strengthened governance, social protection and inclusive development systems.
Sector Linkages	Community Sector Plan 2024/2025 – 2027/2028 <ul style="list-style-type: none"> • Strengthened governance, coordination, and service delivery systems • Improved protection, safeguarding, and inclusion outcomes for vulnerable groups

1. About the Tautua Program

The Tautua Program prioritises five interconnected pillars of human development: Education, Health, Gender, Disability, and Social Protection. Guided by the Government of Samoa, Tautua provides an opportunity to create transformative change in human development by addressing complex development needs through multi-sectoral, innovative approaches that identify and focus on the underlying issues. Simultaneously, Tautua intends to be able to respond to emergency, and short-term needs, build capacity, and through research, monitoring, and evaluation apply lessons learned and evidence-based decision-making to continuously improve delivery. The goal for Tautua is 'improved health, education, gender equality and social outcomes, and social harmony for all Samoans'.

Tautua has three end-of-investment outcomes (EOIOs):

EOIO1: Samoans, especially women and girls, youth, persons with disabilities, the vulnerable and those living in hardship, have more equitable access to health, education, disability and social protection services.

EOIO2: Samoans benefit from the delivery of more inclusive, gender-responsive and higher-quality health, education, community and social development, and social protection services in line with GoS priority areas.

EOIO3: Tautua is an effective partnership between the Governments of Samoa and Australia that supports Samoa's human development priorities and contributes positively to the bilateral relationship and delivers the specific EOIOs of each of the sub-programs.

2. Introduction

These Terms of Reference (TOR) set out the conditions governing the conduct of a technical assistance assignment under the Tautua Program.

The assignment focuses on providing communications, creative content and public awareness support for the national rollout of the Child Wellbeing Benefit (CWB), the National THRIVE Registry, and Aiga ma Nu'u Manuia Health & Wellbeing Registration Fairs across Samoa.

The consultancy will support national and district-level awareness, mobilisation and implementation readiness through culturally appropriate, people-centred and visually engaging communications products aligned to the Government of Samoa’s “Register with Care” approach.

3. Host Ministry/Agency

Ministry of Family and Social Affairs (MFSA)

(Transitioning from the Ministry of Women, Community and Social Development – MWCSO)

4. Background and Context/Rationale

The Ministry of Family and Social Affairs (MFSA), in close collaboration with the Ministry of Health (MOH), is preparing for the national rollout of the Child Wellbeing Benefit (CWB) and the National THRIVE Registry as part of Samoa’s broader child wellbeing, prevention and early intervention agenda.

The rollout is expected to support approximately 16,000 children aged 0–35 months across Samoa’s 51 districts and aligns with Samoa’s Early Childhood Development (ECD) Framework 2024–2034 and long-term social protection strengthening efforts.

The national rollout combines child registration with wellbeing engagement, immunisation awareness, referral pathways, baseline data collection and strengthening of national child wellbeing systems. The approach recognises that financial support alone is insufficient to improve long-term child wellbeing outcomes and must be complemented by awareness, prevention, referrals and community engagement.

MFSA therefore seeks to engage a Communications & Creative Content Support Consultant to support national awareness, mobilisation and implementation readiness through effective, culturally grounded and visually engaging, inclusive communications and creative content during the rollout period.

5. Scope of Services

Under the supervision of MFSA, the Consultant will support:

- Development of campaign branding and creative concepts
- Production of public awareness and registration information materials
- Social media and digital awareness content development
- Photography and visual storytelling during awareness and rollout activities
- Fair Day visibility and communications support
- Community mobilisation content for villages, churches and districts
- Rapid operational communications support as required

The Consultant will work closely with:

- MFSA Communications & IT Division
- Ministry of Health (MOH), where required

6. Key Deliverables

The following deliverables are designed to support effective national communications, public awareness and community mobilisation for the rollout of the Child Wellbeing Benefit (CWB), National THRIVE Registry and Aiga ma Nu’u Manuia Health & Wellbeing Registration Fairs.

Deliverables focus on the development and deployment of inclusive, culturally appropriate, visually engaging and timely communications products to strengthen registration readiness, district-level mobilisation, child wellbeing awareness, immunisation engagement and understanding of the Government’s “Register with Care” approach.

All deliverables will be developed in close collaboration with MFSA and relevant partners and will be subject to review and approval prior to public dissemination.

S/N	Deliverables	Content	Performance Indicators	Input Days
1	Campaign Branding & Creative Development	Branding templates and creative products aligned to “Aiga ma Nu’u Manuia” and “Register with Care”	Approved by MFSA Communications	5 Days
2	District Registration Information Products	District registration cards and awareness materials for all 51 districts	Products endorsed by MFSA	10 Days
3	Public Awareness Materials	Posters, flyers, social media content (videos and photos), FAQs and checklists, community mobilisation content	Materials approved and disseminated	10 Days
4	Post-Registration Awareness Support	Follow-up messaging and post-registration information	Approved by MFSA	5 Days

7. Communications and Reporting

The Consultant will report directly to the MFSA Communications & IT Division, with oversight from MFSA leadership and the national rollout coordination team.

The Consultant will maintain regular communication with relevant Tautua Program personnel and provide updates on progress, outputs and emerging communications needs.

All major communications products will be reviewed and approved by MFSA prior to public dissemination.

8. Resourcing

The Tautua Community Program Activity Coordinator, in collaboration with the Program Operations Team, will support coordination where required.

MFSA will provide access to relevant information, branding guidance, messaging priorities and approval processes to enable timely delivery of communications products.

9. Selection Criteria (Qualifications and Experience)

Work Experience

Proven experience delivering communications, public awareness or creative content support for programmes or campaigns, preferably within Government, development or community-focused contexts. Experience supporting national or large-scale mobilisation or public information campaigns is highly desirable.

Qualifications

A tertiary qualification in Communications, Media, Graphic Design, Marketing, Journalism, Creative Arts, Public Relations or a related discipline is desirable. Relevant professional experience may be considered in lieu of formal qualifications.

Technical and Creative Expertise

Demonstrated capability in developing high-quality communications and creative content, including graphic design for print and digital platforms, social media content, and photography and basic videography for awareness and storytelling purposes. Experience using common design and content creation tools is desirable.

Communications and Cultural Competence

Strong ability to translate programme information into clear, accessible and culturally appropriate messages for communities, families and caregivers, including village, district and church-based audiences. Demonstrated understanding of Samoan cultural and community contexts is an advantage.

Organisation, Collaboration and Delivery Under Pressure

Strong organisational and time-management skills, with the ability to manage multiple tasks, respond to urgent requests and work collaboratively with Government teams in fast-paced rollout environments.

Communication and Interpersonal Skills

Excellent written and verbal communication skills in English, with the ability to work effectively with diverse stakeholders. Ability to communicate in Samoan is an advantage. Shortlisted candidates may be requested to provide examples of previous communications or creative work.