



Terms Of Reference (TOR) for Marketing, Communication & Engagement Consultant (Individual)

1. Background

The Federal Government of Somalia passed a new data protection law – the Somali Data Protection Law (DPL) 2023 – that requires the establishment of the Somali Data Protection Authority (DPA) to oversee the implementation of the law. Established in 2023, the DPA is the Federal Government body mandated to implement and enforce compliance with the DPL and formulate national regulations related to data protection and privacy.

To support its mission of promoting transparency, accountability, and public awareness regarding data privacy rights and obligations, the DPA seeks to engage a Marketing, Communication & Engagement Consultant. This role will be instrumental in developing and executing effective strategies to raise awareness, foster stakeholder engagement, and enhance public trust in the Authority.

2. Objective of the Consultancy

The primary objective of this consultancy is to leverage the consultant's expertise in marketing, communication, and stakeholder engagement to support DPA achieve its mission. The consultant will support DPA increase public awareness about the country's data protection laws, build strong relationships with key stakeholders, and enhance the Authority's digital presence and communication strategies.

3. Scope of Work

The Marketing, Communication & Engagement Consultant will undertake the following tasks:

- Working with Consultant firm, develop and begin implementation of a comprehensive. 3-5 year marketing and communication strategy and action plan for the DPA.
- Create engaging content for social media platforms, newsletters, and press releases.
- Organize public awareness campaigns and stakeholder engagement workshops.
- Provide training sessions to DPA staff on media and stakeholder engagement.
- Strengthen the Authority's digital and social media presence.
- Build and maintain relationships with key stakeholders, including government entities, businesses, and media outlets.
- Monitor and evaluate the effectiveness of marketing and communication initiatives.
- Design campaigns to promote the registration of Somali data processors and controllers.

4. Deliverables

The consultant is expected to deliver the following outputs:

- A detailed, 3-5 years marketing, communication, and engagement strategy and action plan document.
- Monthly reports on communication and engagement activities.
- High-quality digital and print materials for public dissemination.
- Training materials and sessions tailored for DPA staff.
- Successfully plan and coordinate communication activities for seminars, meetings, and other events, involving both internal and external audiences.
- A final report summarizing the consultancy's achievements and recommendations.

5. Duration

The consultancy will be for an initial period of 9 months, with the possibility of extension based on performance and organizational needs.

6. Qualifications and Experience

The ideal candidate should possess the following qualifications:

- A Master's degree in Marketing, Communication, Public Relations, or a related field (in progress or completed).
- Minimum of 5 years of experience in strategic marketing, digital content creation, and public engagement.
- Demonstrated ability to lead successful marketing campaigns and stakeholder engagement initiatives.
- Strong expertise in social media management, including audience targeting and campaign optimization.
- Excellent communication, presentation, and training skills in both Somali and English.
- Knowledge of data protection and privacy laws is an added advantage.

7. Competencies and Achievements

- Extensive experience managing marketing teams and creating impactful content strategies.
- Successful track record in managing large-scale digital platforms with substantial followings.
- Proven ability to design and deliver professional training programs.
- Clear understanding of the DPA stakeholders including the World Bank and similar organizations.
- Established media and stakeholder networks within Somalia, regionally, and internationally.
- Proven experience in managing media relations.
- Experience in preparing speeches for public delivery in both Somali and English.

8. Reporting

The Marketing, Communication & Engagement Consultant will report directly to the Director General of DPA. The consultant will provide regular updates and detailed reports as per the agreed schedule.