

Terms of Reference

Individual Consultant to Implement the Awareness Strategy on Cyber Security

1. Background

Sri Lanka CERT, an institution that has the mandate to protect the cyberspace of Sri Lanka, is currently implementing the nation's first information and cyber security strategy. This strategy was approved by the Cabinet of Ministers to be implemented five years from 2019.

In line with the implementation of the National Strategy, an awareness strategy shall be developed and implemented to increase the awareness of government officers, businesses, and general citizens on various aspects of cyber security including personal security, social media security and government initiatives on cyber security. Sri Lanka CERT, therefore, aims to hire a qualified and experienced consultant to conduct all media reaching large audiences, including TV, radio, and online platform.

2. Objectives

The objectives of this consultancy are as follows:

- a. Implement the awareness strategy for Sri Lanka CERT to promote information and cyber security, and social media security among citizens, and government officers.
- b. Implement the strategy using electronic media, printed media, social media, and physical modes to promote cyber security and enhance Sri Lanka CERT's image and reputation through effective communication channels.

3. Scope of Work

The consultant will be responsible for the following tasks.

- a. Conduct a thorough assessment of the scope of the activities, existing communication practices and channels, national strategies, and policies of Sri Lanka CERT.
- b. Implement the detailed awareness strategy to fulfill both internal and external communication objectives. The target audience shall be government officers, the general public (school children, rural citizens, senior citizens, vulnerable communities), and the business community.
- c. Leverage a diverse range of communication channels including conducting awareness sessions across the country, presenting on TV and Radio channels, posting on websites and social media, printing in newspapers and in-person awareness.

- d. Consultant is required to design and develop own content in consultation with staff of Sri Lanka CERT to meet the above objectives.
- e. Table below summarizes expected deliverables.

#	Activity	Details
1	Social Media Posts (Regular Awareness)	Social media posts on various aspects of cyber security (12 (Sinhala 4, English 4, Tamil 4)) per month * 18 posts) <ul style="list-style-type: none"> - Design the story and content - Develop content in local languages and provide them to Sri Lanka CERT media unit to publish on social media
2	Social Media Posts (On Demand)	Social media posts on various aspects of cyber security (minimum 2 per month) <ul style="list-style-type: none"> - Design the story and content - Develop content in local languages and provide them to Sri Lanka CERT media unit to publish on social media
3	Monthly Newsletters	Design, develop, and print newsletters (trilingual) (3 (Sinhala, Tamil & English) *18 = 54 newsletters during the contract period) and guide Sri Lanka CERT media unit to design them in A4-double sided <ul style="list-style-type: none"> - Content writing (Sinhala) - Translate to English and Tamil (18 * 2) - Printing 60 newsletters per month * 18 (Sinhala 25, English 25, Tamil 10)
4	Video Clips (Regular Awareness)	Two to three minutes' video clips on cyber security in Sinhala and Tamil (74 during the contract period) and guide Sri Lanka CERT media unit to produce them in Sinhala & Tamil <ul style="list-style-type: none"> - Concept design, storyboard, and script development
5	In-person awareness	With the support of Sri Lanka CERT staff, design, develop and conduct in-person awareness on cyber security to government officers, the general public (including school children, rural citizens, senior citizens, vulnerable communities), and the business community. <ul style="list-style-type: none"> - 2 in-person awareness sessions per month * 18 (36 during the contract period)
6	TV & Radio Programs	Conduct TV and Radio programs (18 during the contract period) <ul style="list-style-type: none"> - Preliminary work: script development - Broadcast
7	Press Release	Press release of cyber security events conducted (36 during the contract period) <ul style="list-style-type: none"> - Content writing (Sinhala) - Translate to English and Tamil - Broadcast

- f. Coordinate and manage media relations. This involves building relationships with journalists and media outlets, drafting press releases and media advisories, organizing media interviews, and monitoring media coverage.
- g. Support the Sri Lanka CERT in organizing and promoting events, workshops, and conferences. This includes developing event communication plans, producing promotional materials, managing event-related media relations, and coordinating post-event communications.
- h. Monitor and evaluate the effectiveness of communication activities. This includes tracking and analyzing communication metrics, such as website traffic, social media engagement, media coverage, and stakeholder feedback. The consultant should provide regular progress reports and make recommendations for improvement based on the evaluation findings.
- i. During the contract period, the consultant is required to spend 20 hours per week for on-site work at the Sri Lanka CERT office.

4. Deliverables and Payment Schedule

#	Activity	Details	Payment	Delivery Period
1	Social Media Posts (Regular Awareness) *	Social media posts on various aspects of cyber security (12 (Sinhala 4, English 4, Tamil 4)) per month * 18 posts) <ul style="list-style-type: none"> - Design the story and content - Develop content in local languages and provide them to Sri Lanka CERT media unit to publish on social media 	15% of the Contract value	12 posts per each month (July 2025 to Dec 2026)
2	Social Media Posts (On Demand) *	Social media posts on various aspects of cyber security (minimum 2 per month) <ul style="list-style-type: none"> - Design the story and content - Develop content in local languages and provide them to Sri Lanka CERT media unit to publish on social media 	15% of Contract Value	2 newsletters per month – Sinhala/Tamil and English (July 2025 to Dec 2026)
3	Monthly Newsletters	Design, develop, and print newsletters (trilingual) (3 (Sinhala, Tamil & English) *18 = 54 newsletters during the contract period) and guide Sri Lanka CERT media unit to design them in A4-double sided <ul style="list-style-type: none"> - Content writing (Sinhala) - Translate to English and Tamil (18 * 2) - Printing 60 newsletters per month * 18 (Sinhala 25, English 25, Tamil 10) 	20% of the Contract Value	July 2025 to Dec 2026
4	Video Clips (Regular Awareness)	Two to three minutes' video clips on cyber security in Sinhala and Tamil (74 during the contract period) and guide Sri	15% of the Contract value	July 2025 to Dec 2026

	*	Lanka CERT media unit to produce them in Sinhala & Tamil - Concept design, storyboard, and script development		
5	In-person awareness *	Design, develop and conduct in-person awareness on cyber security to government officers, the general public (including school children, rural citizens, senior citizens, vulnerable communities), and the business community. 2 in-person awareness sessions per month * 18 (36 during the contract period)	10% of the Contract value	2 in-person awareness per month (July 2025 to Dec 2026)
6	TV & Radio Programs **	Conduct TV and Radio programs (18 during the contract period) - Preliminary work: script development - Broadcast	15% of the Contract value	July 2025 to Dec 2026
7	Press Release *	Press release of cyber security events conducted (36 during the contract period) - Content writing (Sinhala) - Translate to English and Tamil - Broadcast	10% of the Contract value	July 2025 to Dec 2026

Notes:

* - Cost of conducting workshops, awareness sessions, generating graphics, videos & artworks shall be borne by Sri Lanka CERT.

** - TV & Radio programs shall not create an additional expenditure to Sri Lanka CERT. Consultant shall obtain free of charge air time as possible.

All the other expenses other than mentioned above shall be borne by the consultant.

5. Timeline and Duration

The consultancy is expected to commence on the 1st of July 2025 and conclude on the 31st of December 2026.

6. Qualifications and Experience

- Experience in conducting in-person cyber security, ICT, technology awareness
- Excellent written and verbal communication skills in English/Sinhala
- Minimum 5 years of experience in TV, and News Media
- Should possess strong relationships with mass media channels
- Demonstrated ability to create compelling content tailored to diverse target audiences.
- Demonstrated experience writing news articles
- Demonstrated experience in working ICT-related programs in digital and social media
- Bachelor's degree in a related field
- Strong understanding of various communication channels, including digital media, social media platforms, and traditional media.
- Familiarity with monitoring and evaluation techniques to assess the impact of communication activities.
- Ability to work independently, meet deadlines, and manage multiple tasks effectively.
- Consultant shall physically be present at Sri Lanka CERT in conducting duties and functions of this ToR and required to maintain minimum of 20 hours per week (weekdays) during the contract period.

7. Proposal Submission

Interested consultants are requested to submit the following documents:

- A cover letter
- Detailed curriculum vitae (CV) highlighting relevant experience and qualifications as mentioned in section 6.
- Proposal covering the scope of service as specified in sections 2, 3 and 4.
- Samples of previous work related to this domain.
- Financial proposal (including the consultant's daily rate or consultancy fee, and an estimate of anticipated expenses) as per the Table of Section 4. The Consultant shall bare the entire cost of work of the assignment.