



CALL FOR APPLICATION - Lesotho RFP 02/2023

Diaspora Communication Strategy – International Consultant

Duty Station of the Consultancy: Homebased

Duration of Consultancy: Deliverable based (45 working days)

1. Project Context

The Government of Lesotho (GOL) recognizes the role that diaspora can play for development and economic growth of Lesotho. Over the past five years the government of Lesotho has made several efforts to engage Basotho diaspora. The government uses a holistic approach in engaging Basotho abroad, includes both the professionals and vulnerable diaspora. To date the government has developed three key policy frameworks including the enactment of Dual Citizenship Act with the aim to create an enabling environment for Basotho diaspora to have access and be a part of development initiatives at home. Key diaspora engagement frameworks developed by the government include the Diaspora trade and investment strategy, the National Diaspora Policy and the Lesotho Remittances strategy. In addition to these frameworks, the government has established the Diaspora Directorate within the Ministry of Foreign Affairs and International Relations (MOFAIR). The aim is to create a facility that will serve as an interlocutor between diaspora and the GOL and help facilitate dialogue as well as providing collaboration space for diaspora opportunities. For the engagement to yield desired outcomes, the first crucial step is to understand Lesotho's diaspora.

In 2022 the International Organization for Migration (IOM) supported the GOL to conduct profiling of Basotho diaspora. This exercise was a follow up to diaspora outreach forums done in the Republic of South Africa and virtual forums for Basotho residing in different countries which led to the formation of Basotho Diaspora Association. Within this context the IOM is supporting the GOL to develop a diaspora communication strategy to enhance and strengthen the coordination role of the Diaspora Directorate. This strategy will be designed to be coherent with the National Diaspora Policy and Action Plan and contribute directly to its implementation. Beyond policy coherence, this strategy would also be shaped around early impact in helping to support the development of the homecoming initiative planned by the GOL.

In view of the above, IOM and UNDP seek to engage a consultant to develop a diaspora communication strategy and develop and deliver a short-term training programme for GOL officials on diplomatic missions on diaspora diplomacy focused on soft skills, such as networking, and other processes required for effective implementation of both the national policy and communication and outreach strategy. This will include an introduction to diaspora diplomacy as well as exploration of the key diplomatic potentials opened by diaspora engagement through the national policy and communication and outreach strategy.

2. SCOPE

- i. Conduct a desk Review relating to current policy and operational landscape in Lesotho pertaining to diaspora communication, outreach and networking. The desk review should also explore effective communication and outreach strategies for engagement of diaspora communities regionally and globally, including the iDiaspora page for IOM Southern Africa region with a view to extracting best practices. This would include review of formal strategies as well as different communication, outreach and networking tools including but not limited to digital diplomacy, social media platforms,

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- communication networks, Lesotho diplomatic Missions abroad platforms.
- ii. Conduct targeted stakeholder consultations with key government agencies, Basotho Diaspora to be held virtually, to gather their expectations and insights for the communication, outreach and networking strategy as well as how best to effectively communicate with the diaspora.
 - iii. Produce a first draft of the Communication, Outreach and Networking Strategy, a maximum of 20-25 pages excluding Annex if any, which outlines the key institutions, processes, and products required to effectively building communication and outreach to the Basotho diaspora in line with national development planning and the National Diaspora Policy of Lesotho.
 - iv. Conduct a validation workshop on draft version of the Communication, Outreach and Networking Strategy with key government institutions, other relevant public agencies, civil society representatives, private sector representatives, the Basotho Diaspora and other relevant actors. This will facilitate the production of a final, publication ready, version of the Communication, Outreach and Networking Strategy with executive summary.

3. Organizational Department / Unit to which the Consultant is contributing:

The consultant is contributing to IOM Lesotho mission's support to improve diaspora engagement through enhancing implementation of diaspora engagement policy framework of the Kingdom of Lesotho with support of IDF 'project promoting regional integration through diaspora capital'. The project is implemented in Lesotho, Malawi and Mauritius.

4. Tangible and measurable outputs of the assignment

Under the direct supervision of the Chief of Mission, and in close coordination with the project manager in IOM Regional Office for Southern Africa and the project focal point in IOM Lesotho, the consultant will engage in the following tasks:

- i. An inception meeting with IOM Lesotho for briefing and develop an inception report
- ii. Engage relevant stakeholders including Basotho diaspora who can inform the development of the strategy
- iii. Facilitate stakeholder validation workshop to get inputs to the draft strategy

Deliverables

The consultant will submit the following reports within the timeframe. The receipt and approval of each deliverable is subject to approval from IOM.

	Deliverables	Timeframe
1	Inception Report	By September 1
2	1st Draft of Communication and Outreach Strategy	By September 30
3	Validation Workshop	By October 15
4	Final Version of Communication and Outreach Strategy	By October 31st

****The receipt and approval of each deliverable is subject to approval from IOM.***

5. Performance indicators for the evaluation of results

- Timely delivery of the deliverables
- Satisfactory and written reports and quality strategy document that meets the standard of IOM
- Engagement of relevant stakeholders and
- Presentation of draft strategy to stakeholders and obtain feedback to incorporate into the final

strategy

6. Education, Experience and/or skills required

The consultant should have the following qualifications and experience:

- Advanced degree in International relations, international development, political science including diaspora studies and or other relevant fields for the assignment
- At least 7 years proven experience in diaspora engagement, diaspora policies and strategies development
- Previous experience in development of diaspora engagement and communication strategy
- Experience in building diaspora networks and building capacities of diaspora associations
- Proven previous working experience consisting of substantial involvement in research / assessments, evaluations, and/or reviews in related areas
- Working experience with senior officials within government, inter-governmental, and non-governmental organizations in the SADC region.
- Full computer literacy, including familiarity with research and basic statistical tools.
- Excellent written and spoken English. Knowledge of local languages an advantage.
- Demonstrated ability to work in a multicultural environment and establish harmonious and effective relationships

7. Travel required

The consultancy is homebased but travel to Lesotho may be necessary.

Competencies

Values

- **Inclusion and respect for diversity:** respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.
- **Integrity and transparency:** maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- **Professionalism:** demonstrates ability to work in a composed, competent and committed manner and exercises careful judgment in meeting day-to-day challenges.

Core Competencies – behavioural indicators

- **Teamwork:** develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
- **Delivering results:** produces and delivers quality results in a service-oriented and timely manner; is action-oriented and committed to achieving agreed outcomes.
- **Managing and sharing knowledge:** continuously seeks to learn, share knowledge and innovate.
- **Accountability:** takes ownership for achieving the Organization's priorities and assumes responsibility for own action and delegated work.
- **Communication:** encourages and contributes to clear and open communication; explains complex

matters in an informative, inspiring and motivational way.

Interested candidates should submit an Expression of Interest that includes the following:

1. Technical proposal
2. Financial Proposal with a breakdown of costs
3. Updated Curriculum Vitae
4. Sample work done in the area of diaspora engagement policy framework development and capacity building.

Applications should be sent to iomlesothoadmin@iom.int not later than 17:00 hours (South African time), on **16 August 2023** with a subject line "Development of Diaspora Communication, Outreach and Networking Strategy"