

Expression of Interest (EOI)

Engagement of Public Relations (PR) Consultancy Agency for SOS Children's Villages Bangladesh

Background

SOS Children's Village International in Bangladesh (www.sos-bangladesh.org) is a non-governmental social **development** organisation that provides care for children who have lost parental care or who are at risk of losing parental care and are deprived of a caring family environment. SOS Children's Villages works in more than 130 countries and territories around the world. In Bangladesh, we have been working since 1972 and presently have programmes in Dhaka, Rajshahi, Khulna, Chattogram, Bogura, Sylhet, Bagerhat, Kurigram and Gazipur. Our programmes contribute to delivering on SDGs (Sustainable Development Goals) with a special focus on improving the national social protection system, fighting inequalities, promoting access to quality education, strengthening youth employability and ending violence against children. While SOS Bangladesh has a strong legacy and credibility, its public visibility and strategic media engagement remain limited compared to its impact.

To address this gap, SOS Bangladesh intends to onboard a qualified and experienced **Public Relations (PR) Consultant/Agency** to strengthen its national media presence, enhance brand recognition, and position the organization as a leading authority in child welfare and alternative care.

Purpose of the Assignment

The primary purpose of this engagement is to transform SOS Children's Villages Bangladesh from a low-visibility organization into a **nationally recognized organization**, with sustained and strategic presence across print, television, online, and digital platforms.

Scope of Work

The selected PR Consultancy Agency will be responsible for, but not limited to, the following key activities:

Strategic Media & Brand Positioning

- Establish and maintain sustained media presence across print, television, online, and digital platforms
- Position SOS Bangladesh leadership as credible thought leaders in child welfare, child protection, and alternative care
- Develop and execute data-driven communication strategies to engage policymakers, donors, and corporate partners
- Build long-term brand recognition that supports fundraising, advocacy, and program growth

Media Engagement & Deliverables

Press Releases

- **Total:** 8 press releases
- Each press release to generate:
 - 6–7 print media placements
 - 10–12 social media mentions/posts

Press Conferences

- **Total:** 3 press conferences
- **Tentative outcome:**
 - 15–20 media presence per event
 - 30+ media coverage across print, online, and TV

Articles & Features

- **Minimum:** 10 articles/features
- **Tentative media list:**
 - Prothom Alo
 - The Daily Star
 - Samakal
 - Bangladesh Pratidin
 - The Business Standard
 - The Daily Sun
 - Dhaka Tribune

Online Exclusive Interview

TV News Coverage

Leadership Interviews

- Three exclusive leadership interviews in online media

Event & Campaign Coverage

- Coverage of **three key events/campaigns**, including:
 - Ramadan Campaign (with influencer engagement)
 - In-depth success story podcast
 - Magazine interview feature

Storytelling & Content Development

- Develop powerful, ethical, and dignified impact stories that highlight the voices and outcomes of children, families, and communities
- Ensure all content aligns with child safeguarding principles and SOS brand guidelines
- Significantly enhanced national visibility and media presence of SOS Bangladesh
- Strong positioning of leadership as trusted experts in child welfare

- Increased engagement with policymakers, donors, and corporate partners
- Improved public trust and emotional connection with the SOS Bangladesh brand

Crisis Communication & Reputation Management

The PR Consultant shall provide comprehensive **crisis communication and reputation management support** to SOS Children's Villages Bangladesh, including preparedness, response, and recovery phases. The scope shall include, but not be limited to, the following:

- Development of a **Crisis Communication Framework and PR Strategy**, aligned with SOS safeguarding principles, organizational values, and risk management protocols
- Identification and analysis of potential reputational risks and crisis scenarios relevant to child welfare and humanitarian operations
- Development of **key messaging, holding statements, and response protocols** for various crisis situations across print, digital, and broadcast media
- Strategic media advisory and real-time guidance during crisis situations to ensure accurate, ethical, and timely communication
- Support in managing media inquiries, stakeholder communication, and public narratives during crises

Crisis Training & Capacity Building

- Design and delivery of **crisis communication training for senior management and designated spokespersons**
- Media preparedness and spokesperson training, including message discipline, interview handling, and risk-sensitive communication

Simulation exercises and scenario-based training to strengthen organizational readiness and response capacity

Eligibility & Experience Requirements

Interested PR Consultants/Agencies should demonstrate:

- Proven experience in public relations, media management, and strategic communications
- Strong relationships with national print, online, and television media in Bangladesh
- Experience working with NGOs, INGOs, development organizations, or social impact brands
- Demonstrated capacity for storytelling, thought leadership positioning, and campaign execution

Submission Requirements

Interested vendors are requested to submit an Expression of Interest including:

- Organizational profile and relevant experience
- Portfolio of similar assignments (preferably with NGOs/INGOs)
- Brief outline of proposed approach and strategy
- Key team members and their experience
- Contact details
- Financial Proposal

Submission Deadline

EOI with Financial Proposal must be submitted through email by **22 February 2026** to jobs@sos-bangladesh.org with the subject line:

“EOI – PR Consultancy for SOS Children’s Villages Bangladesh”

Disclaimer

Submission of EOI does not guarantee selection. SOS Children’s Villages Bangladesh reserves the right to accept or reject any or all submissions without assigning any reason.

For More Information:

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