Terms of Reference
PUBLIC PERCEPTION SURVEY

<table>
<thead>
<tr>
<th>Job Title</th>
<th><strong>External consultant</strong> on the conduct of a perception survey</th>
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<tbody>
<tr>
<td>Report to</td>
<td>PMER Coordinator</td>
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<tr>
<td>Duty station</td>
<td>Monrovia, with frequent travel to the field</td>
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<tr>
<td>Duration</td>
<td>22 working days</td>
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<tr>
<td>Expected date of commencement</td>
<td>November 15, 2015</td>
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<tr>
<td>Expected date of completion</td>
<td>December 15, 2015</td>
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Background of the Liberia National Red Cross Society

The Liberia National Red Cross Society (LNRC) is an auxiliary of the Liberian Government and a key responder in the delivery of humanitarian services in the country. The Liberian Red Cross assist the Government in improving the lives of vulnerable people by rendering services in the areas of disaster and emergency preparedness and response.

Established in 1919, and reenacted in 2008, the National Society is one of the longest serving humanitarian organizations of the country that has been providing vital lifesaving interventions to all people without discrimination.

The mission of the Liberia National Red Cross (LNRC) is to respond to the needs of vulnerable people affected by emergencies, disasters, ill-health and contextual social issues at all times and to treat them with dignity and without discrimination. It has established field offices and volunteer networks in the 15 counties.

Rationale

The Liberian Red Cross implements programs and projects throughout the 15 political subdivisions reaching out to assist the vulnerable population in hard to reach communities. These programs and projects have extended humanitarian assistance to million of people annually. There are visible impacts of the interventions of the National Society, but the extent to which beneficiaries appreciate or are satisfied with our interventions are yet to be established. The level of perception toward the Liberian Red Cross: How people see and feel about the Liberian Red Cross is not known.
The LNRCS is very much interested in understanding how its interventions and the strategies to implement are meeting the basic satisfaction of the people they serve as well as interested in understanding the perception of the people. As the National Society intends to improve its work and recognize to the extent possible the full participation and involvement of communities so as to enhance ownership and sustainability, the LNRCS is bent on having a closer look at its interventions through the eyes of the beneficiaries.

It has been quite a long time since the last beneficiary satisfaction survey was conducted by the Liberian Red Cross. This has created a gap of information as to how the NS can improve its interventions to make them relevant, effective and efficient, and by extension increase the chances of making meaningful impacts and enhancing the prospects of community ownership and sustainability.

**General Objective**

The primary objective of the public perception survey is to obtain relevant information that will inform the strategic planning and decision making process of the Organization, while maximizing our presence among key stakeholders.

**Strategic Objectives**

The survey will seek to achieve the following objectives:

- To determine the level of satisfaction beneficiaries derive from the NS' interventions
- To identify ways to improve the NS' interventions and implementation strategies
- To enhance the prospects of community ownership and sustainability through community involvement and participation
- To determine public perception about the Red Cross

**Scope of the survey**

The survey will take into consideration the following:

- Perceived levels of awareness of the organization’s services and corresponding effectiveness
- Perceived areas/issues addressed or not addressed by the organization
- The extent of the recognition of the name ‘Liberia National Red Cross Society, the acronym LNRCS and the LNRCS’ logo or the Red Cross emblem’
- Awareness of the programmes or activities normally conducted by the organization
- Use and misuse of the emblem
• Public perception of LNRCS’ operational mandates and the extent to which they are being fulfilled
• The public’s expectation or perception of the LNRCS
• The level of acceptance or rejection of LNRCS and its interventions based on public perception
• The level of community involvement and participation in LNRCS interventions that could be used as a proxy for understanding community’s acceptance and/or rejection of the institution’s intervention
• Public perception of LNRCS’ relationship with volunteers - recruitment, retention and motivation

**Specific duties of the consultant(s)**

• Develop and submit the research instruments to the LNRCS PMER Unit for review and approval prior to finalization.
• Develop a detailed budget and work plan to inform management decision making.
• Determine the sampling technique, sample size, survey design and instrument for the perception surveys.
• Develop the research instruments for administration of the surveys. The sample for the awareness survey MUST include representation from individual, government, private sector and civil society organizations.
• Review relevant secondary literature including the LNRCS Information brochure and the last survey report.
• Recruit research assistants and train them in the conduct of data collection and other survey activities.
• Administer research instruments selected locations and analyze data.
• Compile and submit an analysis report.
• Prepare preliminary and final survey reports. The Consultant will present to the LNRCS the reports of the study for review by the PMER prior to finalization.
• Organize and facilitate a validation workshop.
• Present findings to key stakeholders for validation.
• Continuously brief the communication units of both LNRCS and the ICRC, as well as the PMER Unit on the progress of the survey.

**Profile of the Researcher**

• Individual or Firm
• Proven experience and track record in conducting quantitative and qualitative surveys
• Possess the capacity to deploy and supervise field personnel in the collection of primary and secondary data.
• Must respect the basic ethics and principles of conducting research, particularly confidential and ‘do no harm’ principles
• The Consultant is expected to possess a Masters degree in Statistics, Social Science, Environmental Management or other related fields with at least 5 years experience in Qualitative and Quantitative Research.
• Experience in conducting similar studies and working with community people are strongly encouraged.
• Proven ability and skills in the use of major data analysis software such as SPSS, STATA, EPI Info, Excel, etc.

**Deliverable**

• A research protocol including activity schedule and detailed budget
• Data analysis plan and analysis report
• Raw data presented in any of the data entry software of choice to the consultant
• Preliminary and final survey reports
• Activity/progress report

Deadline: Application opens from November 3-9, 2016

**Contact Details:** For further information, you can call cell number +231 888 582 140; +231 775 103 328. All profile and cover Application letters must be submitted to the Head of Support Services, Liberia National Red Cross Society, 107 Lynch Street, Monrovia, Liberia by hard copy