



*This activity has been financially supported by the Swedish Development Cooperation through Equality Now.*



## **CALL FOR PROPOSALS FOR DEVELOPMENT OF A COMMUNICATIONS STRATEGY**

### **Terms of Reference**

#### **Introduction**

##### *About the Solidarity for African Women's Rights (SOAWR) Coalition*

The Solidarity for African Women's Rights (SOAWR) is a coalition of over 50 organizations working on women's rights in 27 countries in Africa. SOAWR was formed in 2004, with the principal objective of advocating for the adoption, ratification, domestication and implementation of the Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa (the Maputo Protocol). The SOAWR campaign over the next five years seeks to ensure that the Maputo Protocol remains a central policy instrument for the pursuit of women's rights in Africa by accelerating ratification in countries where this has not been done, and pursuing domestication, implementation and accountability in countries where ratification has occurred.

##### *About Equality Now*

Equality Now, whose Africa Office serves as the Secretariat for the SOAWR Coalition, is an international human rights organization working towards creating a society that is equal and just for women and girls all over the world. Equality Now's work focuses on addressing systemic, multiple and intersecting forms of discrimination and inequalities that continue to plague women and girls, especially those from vulnerable and marginalized backgrounds. Equality Now strives to hold governments responsible for ending legal inequality, sex trafficking, sexual violence and harmful practices, such as female genital mutilation (FGM) and "child marriage". Equality Now works at the international, regional and national levels, with regional offices in New York, London, Beirut and Nairobi.

#### **Background**

In 2019, the SOAWR Coalition embarked on a representative, consultative, member-driven process of developing its Strategic Plan 2020-2024 (the Strategic Plan). The Strategic Plan seeks to consolidate on the gains made over the past years, secure greater domestication, implementation and accountability of the Maputo Protocol and ensure a stronger coalition on women's rights advocates in the continent.

## **Rationale**

Effective communication is one of the core components and pillars of any institution or coalition. At the January 2020 Annual General Meeting, SOAWR members resolved to strengthen SOAWR's communication. The Strategic Plan 2020-2024, places great significance on effective communication to ensure that SOAWR Coalition's visibility is enhanced at national, regional, continental and global levels. In order to do so, it is desirable that the SOAWR Coalition adopts a robust, effective and versatile communication strategy for the period of the Strategic Plan 2020-2024.

## **Scope of Work**

### *(a) Purpose and objectives*

Equality Now on behalf of SOAWR seeks to recruit a communication expert to develop and design a comprehensive communication strategy.

The overall objective of the communications strategy will be to enhance SOAWR's identity, image and visibility.

The consultant is required to:

- Review and familiarize themselves with the SOAWR Strategic Plan 2020-2024 and identify, assess and map out the communications needs for the Coalition for the period of the Strategic Plan.
- Map out the required strengths, capacities and tools necessary for effectively implementing the strategy.
- Develop a multi-media and multi-audience communication strategy that will identify specific objectives for raising awareness amongst the target audiences.
- Map out and analyze communications approaches done by other comparable projects and establish the existing lessons for the SOAWR Coalition.
- Ensure that the communication strategy combines innovative means of exploring different intervention channels and/or communication tools in accordance to the identified segments or target groups/audiences. This should include a selection of alternative communication approaches to be utilized by the SOAWR Coalition.
- Identify platforms for establishment of partnerships within the Media for dissemination of information by the SOAWR Coalition.
- Ensure a focus on community-based participatory methodologies to ensure accessibility to vulnerable communities.
- Develop a work plan with clear deliverable outcomes, indicators and tools for the implementation of the strategy by the SOAWR Coalition.
- Develop an evaluation tool (s) for the communication strategy.

### *(b) Audience and use*

- SOAWR Coalition members
- Policy makers and opinion formers

- General public, particularly women’s rights organizations, women and girls in their diversities

*(c) Timeframe*

The communications strategy development should begin on 1st October 2020 and run for a maximum of 20 days.

**Eligibility (Skills and experience)**

- A bachelor’s degree in communication science. A Master’s degree is an advantage.
- At least 5 years’ experience in development of communication strategies and plans preferably in the areas of women’s rights or human rights generally;
- Experience in the implementation and monitoring and evaluation programs and/or communication plans;
- Demonstrable knowledge in utilization of information and communication technologies;
- Demonstrable working experience on women’ rights and coalition/movement building in Africa is desirable.

**Application Process**

The consultant should email a detailed proposal outlining their approach, with a budget and timeline, samples of relevant work and CV/credentials to: [equalitynownairobi@equalitynow.org](mailto:equalitynownairobi@equalitynow.org) and copy to [ewaweru@equalitynow.org](mailto:ewaweru@equalitynow.org) by **11th September 2020**. Please indicate the subject of your email as “**SOAWR Communications Strategy Consultant**”