

TERMS OF REFERENCE (TOR)
COMMUNICATION AND MARKETING AGENCY RECRUITMENT TO
RUN A DIGITAL CAMPAIGN FOR THE INTERNATIONAL PLANNED
PARENTHOOD FEDERATION AFRICA REGION (IPPFAR)

The International Planned Parenthood Federation Africa Region (IPPFAR) is one of the leading sexual and reproductive health (SRH) service delivery organization and sexual and reproductive rights advocacy voice in Africa through its Member Associations (MAs) in 39 countries. More information on IPPFAR on our website: <https://www.ippfar.org> and our [brochure](#).

IPPFAR invites bids from competent firms to submit their Expression of Interest for consultancy services to undertake the production of a digital communication campaign for IPPFAR.

The digital communication campaign will be developed to:

- **raise awareness** and sensitize target audiences (adolescents and youths in sub-Saharan Africa) with the potential of scaling up to other regions around the globe, on sexual and reproductive health and rights issues (with a specific focus on the concepts of sex, pleasure and desire and the idea that “good sex is safe sex”), using, amongst other tools, youth voices from the continent;
- **increase support** to the work, mission and vision of IPPFAR; and
- **increase IPPFAR’s visibility** and number of followers on its social media.

Successful bidders will undertake this specific campaign and be part of a pool of pre-approved communication firms with different experiences and expertise, which can be called upon when there is a need to develop communication campaign materials.

The contracted institution is required to have the following qualifications/experience:

- Full-service communications agency (PR, digital, media, design, audio-visual content production, digital content production).
- Proven expertise in content creation, social media and digital marketing, behavioural change communications and awareness-raising campaign development and implementation, targeting African audiences (understanding of the demographics, country/target audiences’ media channel preferences, cultural and social norms and contexts, nuances in perception of messages, etc), both Francophone and Anglophone (other languages used in the continent an advantage).
- Demonstrated experience in developing evidence-based key messages and human-interest based communication strategies and concepts around social causes, or health issues.
- Experience developing and implementing innovative, fun, bold and engaging campaigns and content *for* and *with* young people in Africa is compulsory; experience in Asia, Europe, Americas and elsewhere around the globe is an advantage. IPPFAR has an extensive network of youth volunteers/champions throughout Africa who will be involved in the development, testing and implementation of the campaign.
- Experience in project management.

- Experience in social media monitoring and analysis, including reporting on quantitative and qualitative analytics.
- Experience and ability to monitor and adapt campaigns for specific outcomes including behavioural change or proxy measures of behaviour change. .

Agency mandatory requirements

- Agency operating in Africa for over 3 years.
- Minimum of 3 successfully implemented communication campaign projects mobilizing African youth around social or health causes.
- Proven ability in working/partnering with national/regional influencers, key Opinion Leaders, artists, human rights champions, women or youth-led organizations on digital activities that also revolve around social or health causes.
- Extensive experience in media and social media management and engagement for outreach to young people in Africa, Asia, Europe and Americas.
- Very good knowledge of the youth from both a research standpoint and a project implementation/reach standpoint.
- Access to innovative tools and resources, and track record of innovative case studies (using mobile and digital).

Agency core skills

- Ability to conceptualize, plan and execute innovative ideas.
- Willingness to include youth representatives at all stages of the project
- Responds positively to critical feedback and differing points of view.
- Sets priorities, produces quality outputs.
- Meets deadlines and manages time efficiently.
- Excellent organisation and communication skills.
- Ability to deliver campaign messages in English and French (other languages used on the continent desirable).

Creativity: All materials must be creatively done with the highest artistic and professional quality. The team must be willing to change designs based on feedback from IPPFAR. The team must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming creative ideas.

Comprehension: The materials should be clearly understandable by the target population.

Appropriateness: All creative works must be appealing and respectful to the heterogeneous culture of the targeted countries, gender sensitive, and considerate of target groups with different backgrounds in different geographic settings. The materials should be appropriate for each intended audience in implied meanings, tones, format or style.

Persuasion: The campaign materials are expected to be easily appreciated and retained by the main target audience (and influential people around this audience: caretakers, teachers, parents, etc), persuading them to undertake the communicated message.

Innovation: The campaign will harness new evidence and expertise in pleasure-based sexual health, ensuring the target audience can articulate and act on what they want in their relationships and sexual identities, rather than recent historical narratives of sex education that have tended to be disease, danger, reproduction, or fear based. The recent World Association of Sexual Health [Pleasure Declaration](#) provides a mandate for this approach, with relevant evidence in [this article](#). [Recent research](#) by The Pleasure Project in Ghana and

Kenya outlines the possibilities for this 'pleasure inclusive' approach in Africa, and have defined a [pleasure based approach](#) , with further examples of communications materials and other organisations taking this innovative approach on their website [here](#).

Accessibility: Key materials should be designed to be accessed by people with disability.

Agency desirable requirements

- Diverse team of international, regional and national talents.
- In-house production facilities.
- Commitment to contributing to global causes.
- Enforced code of ethics.
- Experience in establishing private-public partnerships.
- International mindset and operations.
- Experience working with NGOs, UN, and social enterprise clientele.
- Experience working in Sub-Saharan Africa
 - Experience delivering messages in different languages
 - Experience delivering messages to people with visual and hearing impairments.

Staff Experience

Experience of key team leader requirements

- High-level degree (Master, Phd or equivalent) in media studies, digital communications, sociology, anthropology, or related studies.
- 10 years of experience in communications, leading the design of innovative outreach strategies with INGOs, UN, or similar.
- Strong ICT4D experience.
- Outstanding and proven experience in project managing communication campaigns that mainstream knowledge to the general public, without patronizing or dumbing concepts.
- Exposure to human rights or health related themes in the communications context (e.g. health, environment, gender, nutrition).
- Outstanding capacity in working in multicultural context.
- Fluency in English required. Knowledge of French is desirable.

Experience of key personnel requirements

- 3+ years of working experience in research, media, communications, digital, CSR, design.
- Experience working on communication campaigns locally, in the region, or internationally.
- Outstanding copywriting and storytelling ability.
- Fluency in English required. Knowledge of French and Spanish is desirable.

Application procedure

Companies/firms are required to submit the following documents/information:

- A technical proposal: Letter of Interest, stating why you consider yourself/your firm suitable for the assignment,
- Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment,

- Detailed Company Profile (Maximum 5 pages) indicating the names of the company directors,
- Copies of audited accounts for the previous three years (2018, 2019 and 2020)
- Copy of valid Tax Compliance Certificate,
- Copy of current TIN (Tax Identification Number), and/or a TCC (Tax Compliance Certificate); For non-Kenya based firms, Copy of Certificate of Registration/Incorporation from Registrar of Companies
- At least 3 past and current references in line to the category being applied for: The reference list should include the following:
 - Name of organization/agency/company for which the services were provided
 - Name, address, mobile contact, and email of primary contact
 - A brief description of service provided.
- Copy of Business permit (if applicable)
- At least three samples of similar work deliverables done.
- Demonstrate availability of appropriate skills among staff in sufficient numbers and experience in the region and attach their CVs

NB: IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.

Applications must reach IPPF Africa Regional Office through email address hroffice@ippfaro.org latest by 22 October 2021.

Timeline: The agency will develop the communication campaign materials by 24 December 2021 and work on the campaign launch early 2022.