

TERMS OF REFERENCE (TOR)

CONSULTANCY FIRM/INDIVIDUAL TO CONDUCT TRAINING FOR IPPFAR'S MEMBER ASSOCIATIONS ON SOCIAL MEDIA CONTENT PRODUCTION AND EFFECTIVE MEDIA RELATIONS

The International Planned Parenthood Federation Africa Region (IPPFAR) is amongst the leading sexual and reproductive health (SRH) service delivery organizations in Africa, and a leading sexual and reproductive health and rights advocacy voice in the region through its Member Associations (MAs) in 39 countries.

More information on the work of IPPFAR and its governance structure is available in this brochure: <https://www.ippfar.org/sites/ippfar/files/2021-08/IPPFAR%20Factsheet%202021%20English.pdf>

IPPFAR invites bids from competent individuals and firms to submit their expression of Interest for consultancy services to undertake training of its Member Associations (MAs) on social media content production, media relations, and campaigns.

The training will aim at building the communications capacity (both internal and external) of the MAs. This, by improving their skills in content creation - including, but not limited to: development of case studies/beneficiary stories, newsletters, photography, and video production, multimedia storytelling, as well as the effective management of their social media platforms, and intentional engagement with journalists and other traditional media outlets. The training will also include building their capacity to develop and implement successful communication campaigns.

1- Scope and focus of assignment

The present consultancy implies the organization of training sessions covering two main topics:

1. *Social media management (Website, Facebook, Twitter, Instagram), including but not limited to :*

- *Identify the most effective digital communications channels for their organisation.*
- *How to build a media strategy and protocol*
- *Understand how to protect and enhance the online reputation for their organisation.*
- *Content production (visual graphics using Canva, simple video editing, social media copies drafting)*
- *Content management (initiation to best social media posting practices, including Htags, mentions, copies length per each platforms, post scheduling, post boosting strategies, recommendation of last effective social management tools)*

2. Effective Media relation, including but not limited to:

- *Understanding journalists and news organizations*
- *Understanding current media trends and challenges e.g. fake news, opinion journalism, etc*
- *Knowing how to network and nurture relationships with national and international media houses*
- *How to pitch stories to journalists, including how to develop good press releases/Op-Eds.*
- *How to deal with a media crisis.*

The consultant shall :

- a) Provide a clear and detailed proposition of training plan covering both topics, with a timeline.
- b) Undertake the training sessions based on agreed plan and schedule.
- c) At the end, provide a training report, copies of the presentations and recordings to be shared with participants.

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

- *A minimum of five years' work experience in the area of communication projects development /implementation and or coordination, research, and analysis ideally with a focus on content production, media relations and campaigns.*
- *Substantial experience in workshop and online training and delivery in the areas of social media content production, media relations and campaigns with a demonstrated experience of having undertaken similar projects.*
- *Experience in developing learning materials for a multiculturally sensitive and multilingual environment.*
- *High levels of communication and presentation skills.*
- *Demonstrated experience in project management.*
- *Good research, analytical, reporting, presentation, and drafting skills.*
- *Experience working with NGOs, UN, and social enterprise clientele (desirable).*
- *Fluency in spoken and written English and/or French is required.*

Institution's core requirements

- *Remains calm and in control, and good-humored even under pressure.*
- *Responds positively to critical feedback and differing points of view.*
- *Sets priorities, produces quality outputs.*
- *Meets deadlines and manages time efficiently.*
- *Excellent organization and communication skills.*

Appropriateness: Materials used for training must be appealing and respectful to the heterogeneous culture of the involved countries, gender-sensitive, and considerate of target

groups with different backgrounds in different geographic settings. The materials should be appropriate for the intended audience in implied meanings, tones, format, or style.

Persuasion: The materials used for training are expected to be easily appreciated and retained by the target audience persuading them to undertake the intended message.

How to apply

Interested individuals/consultancy 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, including a detailed training plan.
- Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment,
- Detailed CV (**for individuals**) or Company Profile (Maximum 5 pages) indicating the names of the company directors (**for firms only**)
- Copies of audited accounts for the previous three years (2018, 2019, and 2020)- **For firms only**
- 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 (**if applicable**)
- At least 3 past and current references in line with 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 the service provided.
- Copy of Business permit (**if applicable**)
- At least three samples of similar work deliverables done.

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.

The documents must reach IPPF Africa Regional Office through email at the address hroffice@ippfaro.org latest by **21 November 2021** with the subject "**IPPFAR MEDIA TRAINING CONSULTANCY** "