

## **TERMS of REFERENCE (TORs)**

### **Media Consultant: Strengthening media relations and social media content production for IPPF Africa Region (IPPFAR)**

The International Planned Parenthood Federation (IPPF) Secretariat comprises a London and six Regional Offices. The IPPF Africa Region (IPPFAR) is one of the leading providers of quality sexual and reproductive health (SRH) services in Sub-Saharan Africa and a leading sexual and reproductive health and rights (SRHR) advocacy voice in the region.

Headquartered in Nairobi, Kenya, the overarching goal of IPPFAR is to increase access to SRHR services to the most vulnerable youth, men and women in sub-Saharan Africa. To reach this goal, IPPFAR works with Governments, the African Union (AU), regional economic commissions (RECs), the Pan-African Parliament, the United Nations, among others, to expand political and financial commitments to SRHR in Africa. For more information, please read our 2021 profile [here](#).

IPPFAR invites bids from individuals to submit their expression of interest for a six-month media relations and social media content creation (including short videos) with the goal of strengthening and increasing IPPFAR's visibility locally and internationally among media organisations.

#### **Scope of work**

The consultant will raise IPPFAR's profile at regional and international levels through positive media coverage in support of IPPFAR's work in line with IPPF's Strategic Framework 2023-2028. They will, among other tasks:

- Develop a media engagement strategy for the IPPF Africa Regional Director at regional and global levels
- Identify and organize opportunities to increase IPPFAR's visibility in regional and international \*top-tier media outlets (English, French and Portuguese media platforms)
- Identify and organize media interviews for the IPPF Africa Regional Director/their appointee in top-tier regional and global media houses
- Identify organize public speaking engagements in the regional and global spaces for the IPPF Africa Regional Director/their appointee
- Prepare media briefs and press statements ahead of the IPPF Africa Regional Director/their appointee's engagement with journalists who publish or broadcast in top-tier regional and international media
- Develop communication material pertaining to the IPPF Africa Regional Director/their appointee's expertise in sexual reproductive health and rights SRHR. This includes but is not limited to: speeches, press-releases, Op-Eds, blogs etc.
- Organize and manage media coverage for the IPPF Africa Regional Director/their appointee's official undertakings in regional and international platforms/forums
- Develop the IPPF Africa Regional Director/their appointee 's talking points and core messaging on SRHR thematic topics ahead of all media participation
- Pitch stories related to IPPFAR's work to journalists and media houses in top-tier regional and global media platforms
- Create a database of press contacts in top-tier regional and global media outlets, international

institutions and organizations interested in receiving information from IPPFAR

- Develop content/assets for IPPFAR's social media platforms (graphics, infographics, videos etc)

*\*Newspapers, websites, magazines, television outlets, and radio stations that have the biggest reach in sub-Saharan Africa and internationally.*

**Key deliverables:**

- A minimum of 12 publications (including broadcast interviews) prominently featuring the IPPF Africa Regional Director/their appointee in different top-tier regional and global media outlets
- Placement of at least six Op-Eds and/or blog posts by the IPPF Africa Regional Director in different top-tier media outlets in regional and global media houses
- Press releases disseminated regarding activities of the IPPF Africa Regional Director/their appointee
- Publications resulting from press releases distributed
- A database of influential journalists who report on sub-Saharan issues in top-tier regional and global media outlets
- Technical and promotional media and communication materials produced
- A media engagement strategy for the IPPF Africa Regional Director's visibility
- Social media content (including short videos) that expands IPPFAR's social media follower base

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

- Minimum of 10 years' work experience in strategic communications, marketing, media and public relations
- Expertise in implementation of communication projects in the development space, with a focus on media relations and content production
- Familiarity with regional and international media and established network with respective journalists
- Fluency in spoken and written English. French is an asset.
- Team player who is sensitive to working in a multicultural environment
- Ability to work quickly and effectively under pressure, prioritize and juggle multiple tasks within tight deadlines, and to deliver time-sensitive high-quality work
- Demonstrated experience in media relations management
- Good research, analytical, reporting, presentation, and drafting skills
- Excellent organization and communication skills
- Responds positively to critical feedback and differing points of view
- Meets deadlines and manages time efficiently

**How to apply**

Interested individuals are required to submit the following documents/information:

- A Letter of Interest, stating why you consider yourself for the assignment, including a detailed strategic plan.
- Financial proposal indicating consultancy fee and a breakdown of expenses (**unit price**)

- per day of work together with any other expenses, taxes)** related to the assignment,
- Detailed CV
  - 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 individuals holding a residential and/or work permit), and 20% for non-Kenyan based consultants before making payment.**

The documents must reach IPPF Africa Regional Office through email at the address [ippfarbids@ippf.org](mailto:ippfarbids@ippf.org) latest by **31 July** with the subject "**IPPFAR MEDIA CONSULTANCY** "