

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 40 countries.

More information on IPPFAR on our website: <https://africa.ippf.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 stereotypes related to Sexual Reproductive Health and Rights (SRHR) and gender. **The aim of the digital campaign is to break these stereotypes** and to demonstrate that they are based on social constructs, such as culture, education, dogmas, society, educators, family values. These are not rooted in any scientific framework nor are they backed up by any scientific evidence.
- **Campaign themes can revolve around**, gender imbalance, LGBTIQ+ and Trans rights, double standards and expectations related to gender, sex and pleasure, the benefits of age appropriate comprehensive sexual education, gender based violence, female genital mutilation/cutting, child marriage and early pregnancy, the use of contraception, street sexual harassment, what are considered to be society's definitions of beauty and attractiveness, gender identities and expressions, the sexual lives and experiences of persons living with disabilities, and many more.
- **The campaign messaging** will focus on empowering audiences to think, discuss and debunk stereotypes related to SRHR regardless of their sexual orientation, gender identity and/or expression, disabilities, and experiences.
- **The messages will always be sex-positive and human rights based.**
- **The campaign products will always rely on Value-Based Framing and will be developed around shared values** (e.g., justice, fairness, compassion, loyalty, equality, kindness, love, community support, safety, care, etc.) to influence and persuade audiences.
Information is not the main factor that drives people's attitudes, beliefs and behaviours - People are driven by their emotions, they are inspired by hope and awe.
- **The power of storytelling:** The campaign will have a strong storytelling component. Stories are one of the most powerful ways to influence audiences. They ignite our imagination, trigger our emotions, and counter our many forms of resistance, as we naturally drop our defences when we hear a story. Stories have been used for

thousands of years to reinforce the dominant narrative, but they also have the power to break and change it.

A convincing story has a very clear structure, which governs the plot. A convincing hero is one that the audience relates to, someone who faces conflicts and makes choices, and who learns universal life lessons. A good messenger of a story must be trustworthy and impersonate the values of the message.

- **Give guidance** on what audiences can do to break down and counter these stereotypes.
- **increase support** to the work, mission and vision of IPPFAR; and
- **increase IPPFAR's visibility** and number of followers on its social media.

The successful service provider will be required to complete the free online self-managed course [Communications for Advocacy](#) and will be expected to incorporate learnings from the course into the campaign development and products.

Video references:

Below are a few reference videos that illustrate the type of campaigning product we wish to produce. They are all based on universal values, and audiences can see themselves in the characters.

1. [Vicks - Generations of Care](#)
2. [All That We Share](#)
3. [Run Like a Girl - Commercial](#)
4. [My First Women's Day](#)

The campaign will be based on videos and stories that will have elements of surprise, fun, humour, creative writing, and emotional triggers based on universal values. These will help persuade and influence audiences and encourage sharing on social media.

A pre-campaign survey on SRHR stereotypes should be conducted before the campaign inception to determine relevant topics and record pre-campaign perceptions. The pre-campaign survey will be used as a baseline to compare with results from the post-campaign survey.

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.
- 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.

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

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 Letter of Interest, stating why you consider yourself/your firm suitable for the assignment,
- Creative proposal indicating campaign strategy, draft model of visual identity, key deliverables, expected outcomes.
- 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 ippfarbids@ippf.org latest by 11 November 2022.

Timeline: Selected agencies will be invited to a pre-planning meeting for any clarifications on the week of 17 October 2022. Please write to Mahmoud Garga at mgarga@ippf.org to receive an invitation to the meeting.