

TERMS OF REFERENCE

CONSULTANCY FOR DIGITAL CONTENT CREATOR

Overview of IPPFAR

The [International Planned Parenthood Federation \(IPPF\)](#) is a global sexual and reproductive health (SRH) service provider and one of the leading advocates for universal access to sexual and reproductive health and rights (SRHR) for all. IPPF is a worldwide movement of 120 national organizations, referred to as Member Associations, working with and for communities and individuals. These member associations are the leading civil society providers of contraception in 89 of 120 countries. And in 64 of those 89 countries, IPPF is the only largescale international provider. Collectively, member associations delivered more than 1 billion cumulative SRHR services between 2016 and 2022.

Headquartered in Nairobi, Kenya, the overarching goal of IPPF [Africa Region \(IPPFAR\)](#) 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 local civil-society organizations, governments, the African Union (AU), regional economic commissions (RECs), the United Nations, among others, to expand political and financial commitments to SRHR in Africa. IPPFAR tackles the continent's growing SRHRJ challenges through a network of Member Associations (MAs), strategic partners and volunteers in 38 countries. For more information, please read our 2023 profile (in [English](#) and [French](#)).

Background of the engagement

The Digital Content Creator consultant will play a key role in driving the organization's digital presence and engagement across multiple platforms, including Facebook, Instagram, X (formally Twitter), TikTok, LinkedIn, and the IPPFAR website.

The primary purpose of this consultancy is to develop creative and impactful content that amplifies IPPFAR's mission, promotes best practices from Member Associations, and marks key international days with compelling social media content.

The consultant will be responsible for producing high-quality video and static content, tailored social media posts, and updating the IPPFAR website as needed to reflect current activities.

In collaboration with internal teams and Member Associations, the consultant will ensure that all digital communication is aligned with IPPFAR's goals, engages diverse audiences, and increases overall awareness of sexual and reproductive health rights in the Africa region.

Duration of the consultancy:

The consultancy will take place from 21 October to 31 January 2025.

The earliest date of commencement of the consultancy is during the week of 21-25 October 2024.

Scope of work

1. Social Media Video Content Production:

- a. Create engaging, high-quality video content for platforms such as Facebook, Instagram, Twitter, TikTok, and LinkedIn.
- b. Develop short-form videos tailored to each platform's style (e.g., reels for Instagram, short clips for TikTok, professional videos for LinkedIn).

2. Tailored Social Media Posts:

- a. Design content that adheres to the unique tone and format of each social media platform.
- b. Ensure messaging is relevant to the audience and represents IPPFAR's values and mission.

3. International Day Campaigns:

- a. Create and manage content around international observances, including World Health Day, International Women's Day, etc. A list of international days to cover will be provided to the consultant.
- b. Collaborate with internal teams to ensure alignment with organizational goals during key observances.
- c. Produce the End of Year message from the Regional Director to internal and external partners. This product will be a short video recapping IPPFAR's achievements in 2024 and best wishes for the new year.

4. Collaboration with Member Associations:

- a. Work with IPPFAR's Member Associations to develop posts on best practices and successes.
- b. Help develop localized social media strategies and content for member associations on an ad-hoc basis, ensuring consistency with overall branding.

5. Produce the internal weekly newsletter:

- a. The internal weekly newsletter is a compilation of IPPFAR's and its Member Associations' activities throughout the week and is sent every Friday to internal recipients.

6. Website Content Updates:

- a. Provide support for website updates related to social media campaigns, activities and events.

- b. Collaborate with the web team to ensure seamless integration of social media content and messaging.

7. **Travels**

- a. Travel across the region may occasionally be required to collect content when official IPPFAR visits are scheduled with Member Associations.

The contracted consultant is required to have the following core skills:

1. Content Planning & Strategy:

- Develop and implement monthly social media content calendars.
- Research emerging social media trends and incorporate them into the IPPFAR strategy.

2. Content Creation & Design:

- Design graphics, videos, and written content tailored for each platform.
- Use software like Canva, Adobe Creative Suite, Mailchimp, and similar tools to create visually appealing content.

3. Audience Engagement & Growth:

- Monitor and engage with followers, responding to comments, questions, and interactions in a timely manner.
- Analyze performance metrics and adjust strategies to optimize engagement and reach.

4. Collaboration & Coordination:

- Liaise with communication teams, Member Associations, and other departments to ensure alignment on messaging.
- On an ad-hoc basis, provide support for media coverage of events, live social media updates, and real-time engagement.

5. Monitoring & Reporting:

- Track social media performance and produce quarterly reports on key metrics such as engagement, reach, and follower growth.
- Use tools such as Agora Pulse for monitoring and scheduling content.

Key Performance Indicators (KPIs):

Key Performance Indicators will provide measurable goals to ensure the success of the consultant's efforts across all platforms. These will be measured at the end of the third month of the consultancy.

1. Content Engagement Rate:

Target: Achieve an average engagement rate (likes, shares, comments) of 15% across all platforms (Facebook, Instagram, Twitter, TikTok, and LinkedIn).

Measure: Engagement per post vs. total followers.

2. Follower Growth:

Target: Increase followers by 10% on each social media platform.

Measure: Quarterly growth of followers for Facebook, Instagram, Twitter, TikTok, and LinkedIn.

3. Video Views and Completion Rate:

Measure: Total video views and percentage of videos watched to completion on each platform.

4. Website Traffic from Social Media:

Target: Increase website traffic driven from social media platforms by 10%.

Measure: Number of clicks/visits from social media posts (tracked via Google Analytics or similar tools).

5. Post Frequency and Consistency:

Target: Post at least 2 to 3 times per week on various platforms while maintaining consistent messaging and style, and produce one weekly internal communication newsletter.

Measure: Number of posts per week on each platform, and number of internal newsletters disseminated each month.

6. International Day Content Performance:

Target: Achieve 15% increase in engagement and reach during international day campaigns compared to regular content.

Measure: Engagement and reach metrics during specific campaigns (e.g., for International Women's Day or World Health Day).

7. **Member Association Collaboration:**

Target: Collaborate with 3 Member Associations to produce localized content by 31 December 2025.

Measure: Number of collaborative social media posts created with Member Associations.

8. **Response Time and Engagement:**

Target: Maintain an average response time of less than 32 hours for engaging with comments, questions, and messages.

Measure: Response time tracked through social media management tools.

9. **Content Reach:**

Measure: Total reach per platform (number of unique users who see the content).

10. **Reporting and Analysis:**

Target: Deliver quarterly reports with actionable insights on social media performance.

Measure: Timeliness and quality of reports, and incorporation of data-driven recommendations.

Consultant core skills:

1. **Creativity:** All materials must be creatively done with the highest artistic and professional quality. The consultant must be willing to change designs based on feedback from IPPFAR. The consultant must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming creative ideas.
2. **Comprehension:** The materials should be clearly understandable by the target population.
3. **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.

4. **Persuasion:** The content is expected to be easily appreciated and retained by the main target audience and persuades them to undertake the communicated message.

Application process

Firms, organizations interested in this consultancy with a demonstrable experience in outlined skill set, should provide:

1. A technical proposal and a work plan for achieving the objectives, including approach to completing the assignment, activities to be developed and deliverables as described in these Terms of Reference. This should also include the team composition and management for the assignment. (Maximum 10 pages).
2. A cover letter (no more than two pages) outlining their experience against the requirements listed above, including examples of previous work in relation to the Terms of Reference.
3. CVs of team members proposed to work on the assignment. (Maximum 2 pages for each CV).
4. Financial proposal. Fees must be quoted in USD or KES. Please indicate daily rate and number of days' work, as part of your financial proposal. Fees should exclude VAT. Where indicated VAT should be shown separately and indicated separately on invoices.

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.

Please submit your application to ippfarbids@ippf.org with the subject “CONSULTANCY FOR DIGITAL CONTENT CREATOR”. Deadline for submission is 11th October 2024.

IPPF is an equal-opportunity employer. As a leading global human rights organization focused on equality, empowerment, ending discrimination, and poverty eradication, we internally reflect social justice principles. We, as IPPF, strongly oppose racism in all its forms and resolutely go for a cultural change that will shift the existing imbalances in power and process.

Applications are particularly encouraged from women, persons living with disability, and candidates openly living with HIV.

IPPF is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all employees, volunteers, contractors and partners to share this commitment. Anyone employed with IPPF agrees to sign and adhere to IPPF's Code of Conduct and Safeguarding (Children and Vulnerable Adults) Policy.

IPPF has been made aware of various fraudulent vacancy announcements circulated via e-mail from websites falsely stating that they are issued by or in association with IPPF. These correspondences, which may seek to obtain money from the recipients of such correspondence are fraudulent and IPPF does not charge a fee at any stage of the recruitment process (application, interview, meeting, processing, training or any other fees).