

Terms of Reference

Supporting ACHIEVE Local Implementing Partners' Communications Capacity Development and Developing Communications Strategies

Period of Performance: July 11 to August 19, 2022

Contract Type: Fixed Price

Location: Tanzania (Dar Es Salaam) or Remote Support to respective LIPs Headquarters

Reports to: Capacity Development Manager and Communication and Knowledge Management Specialist

Introduction

Pact is an international nonprofit that works in nearly 40 countries building solutions for human development that are evidence-based, data-driven, and owned by the communities we serve. Founded in 1971, Pact works with partners to build resilience, improve accountability, and strengthen knowledge and skills for sustainable social impact.

The Adolescents and Children HIV Incidence Reduction, Empowerment and Virus Elimination project, or ACHIEVE, is a five-year global effort to reach and sustain HIV epidemic control among pregnant and breastfeeding women, adolescents, infants, and children. The project is funded by the President's Emergency Plan for AIDS Relief (PEPFAR) through the United States Agency for International Development (USAID) and implemented by a Pact-led consortium of top global HIV/AIDS partners, including Palladium, No Means No Worldwide, and WI-HER.

ACHIEVE is seeking a consultant to support eight ACHIEVE's LIPs to develop Communications Training Packages and Organizational Communications Strategies as part of Capacity Development. The Capacity Development (CD) support should be based on best practices in both global and in-country capacity development approaches on improving skills and knowledge for LIPs leadership teams to develop strategies that enhance their ability to communicate strategically and smoothly with both internal and external audiences. The approach to CD support must be tailored for each of the 8 LIPs to reflect their individual, organizational communication, and partnership needs as per their Capacity Action Plans (CAP). The consultant will work closely with the ACHIEVE Tanzania team to gather the information that informs the development of the approach and materials, develop specific deliverables, and coordinate the development of Communications Strategies for each organization. Specific tasks and deliverables are outlined below.

Duties and Responsibilities

- Supporting 8 LIPs to develop organizational communications strategies to facilitate their internal and external communications to increase engagement with other stakeholders, explore potential partnerships, and leverage collaborative working relationships to mobilize resources for organizational sustainability.
- Developing the communications capacity development support with a focus on building individual and team skills for communications and public relations for each LIP. The program should aim to facilitate the LIPs gaining knowledge and skills, which they will be able to use to develop communications strategies for improved visibility and organizational sustainability. Review the 8 LIPs CAPs related to Communications, Partnerships, and Resource Mobilization. The CAP information will be used to develop a training and coaching package on communications, enabling the partners to build their strategies and implementation plans. The curriculum should include individual skills development components for each organization's relevant staff.
- Developing a Training and Coaching Package based on best practices for adult learning by focusing on experiential learning approaches. Participants should be guided to apply the skills they gain through training and coaching to develop their own organizational communications strategies and related implementation plans. Individual skills development should also aim to equip the participating partner staff with skills to implement their strategies and techniques. The training and coaching package may be either developed as a new resource or adapted from existing resources that reflect international best practices. Facilitating workshops to coach, guide, and support LIPs to develop their organizational communications strategies tied to resource mobilization and business sustainability.

Task 1. Inception and Workplan Development

- 1.1 Hold an engagement meeting with the ACHIEVE Tanzania team to review the deliverables, agree on a timeline for implementation, and identify key priorities to be incorporated into the LIPs communications strategies.
- 1.2 Review final Integrated Technical Organization Capacity Assessment (ITOCA) reports and CAPs to identify communications, partnerships, and related resource mobilization priorities and needs.
- 1.3 Conduct an initial engagement meeting with the leadership and management of each of the eight LIPs to gather more information on communications, partnerships, and resource mobilization capacity development needs.
- 1.4 Develop a work plan to implement activities under Tasks 2 and 3.
- 1.5 Conduct a meeting with the ACHIEVE Tanzania team to review and finalize the consultant's work plan.

Task 2: Development of a Communications CD Support Package for LIPs

- 2.1 Develop a draft Communications CD Support Package, including a training and coaching curriculum for use with the LIPs to guide the development of communications strategies for ACHIEVE Tanzania review and comment.
- 2.2 Develop a final training and coaching curriculum, implementation plan, and related workshop materials for the Communications CD Support Package addressing feedback from ACHIEVE provided under Task 2.1.

Task 3: Lead 8 LIPs Communication Strategies Development Workshop and Support Program Delivery

- 3.1 Lead communication strategies development workshop using the materials developed under Task 2.
- 3.2 Provide coaching to LIPs (on-site or virtually; at least one coaching meeting each) to finalize and initiate implementation of their communications strategies, in line with the materials developed under Task 2.
- 3.3 Provide coaching to ACHIEVE Tanzania staff to participate in the workshop to enable them to support the 8 LIPs to implement their communication strategies.
- 3.4 Prepare workshop report and indicate actions to be carried out by ACHIEVE staff during coaching sessions with LIPs to ensure full implementation of communications strategies by each LIP. The report should also include a discussion of challenges, lessons learned, and best practices drawn in the cause of implementing this assignment for ACHIEVE.

Task 4: Final Report

- 4.1 Prepare the final report for the entire assignment.

Qualifications:

The consultant or consultant team must have the following experience:

- Master's degree or a related advanced degree in communications, communications for development (C4D), public relations, international development, journalism, marketing, or other relevant fields.
- At least ten years of working experience with evidence of achievements in strategic communications, advocacy, public relations, resources mobilization, marketing, information and knowledge management, and other related topics.
- Experience with external communications for USAID, PEPFAR, and/or other international donor-funded health programs.
- Experience in designing and implementing communications strategies in the public or private sector in the context of resource mobilization for organizational business development, public relations, and partnership development and management.

- Experience using digital media tools for advocacy, influencing, marketing, and public relations.
- Strong experience collaborating with regional institutions, particularly capacity strengthening and communication activities.
- Strong writing, facilitation, research, and analytical skills
- Ability to effectively coordinate with appropriate stakeholders in all aspects of communication activity planning.
- Ability to work independently and produce timely and high-quality results.
- Familiarity with USAID and PEPFAR-funded programming is preferred.
- Proof of carrying out a similar assignment
- Kiswahili and English language proficiency.

Deliverables

This consultancy is structured as a fixed price opportunity, with costs aligned with each deliverable. The table below provides the deliverables and related deadlines.

| Task | Deliverable | Deadline | # Of Consultancy Days Allocated |
|--|---|----------------------------|---------------------------------|
| 1. Inception and Workplan Development | 1.1. Engagement meeting minutes | 13 th July 2022 | 5 |
| | 1.2. Detailed consultancy work plan and timeline | 16 th July 2022 | 2 |
| 2. SLIP Communication Strategies CD Support Program Development | 2.1 Draft workshop materials for communication CD Support Program. | July 26, 2022 | 5 |
| | 2.2 The final plan and workshop materials for the communication CD support program. | July 28, 2022 | 2 |

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|--|---|----------------------------------|---|
| 3. Lead 8 LIPs communication strategies development workshop and support program delivery | 3.1. Lead communication strategies development workshop | 3 rd – August 7, 2022 | 5 |
| | 3.2 Prepare workshop report and indicate actions to be followed by ACHIEVE staff during supportive supervision and share the final report with recommendations and lessons learned. | 9 th – August 2022 | 2 |
| | 3.3 8 LIPs Coaching and Mentorship sessions. | August 19, 2022 | 6 |
| | 3.4 Capacity Development staff coaching and mentorship sessions. | | |
| | 3.5 Final communication strategy for each LIP. | | |
| 4. Final Report | 4.1 Prepare the final report for the whole assignment | | |

Selection Criteria

| Criteria | Score (Out of 100 Total Points.) |
|--|----------------------------------|
| Previous technical experience with capacity development, mainly communications, resource mobilization, and business development for organization visibility for organizations implementing health and/or international development programs. | 20% |

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| Previous experience with the development of organizational communications strategies for non-governmental organizations. | 20% |
| Previous experience in communications with PEPFAR, USAID-funded, and/or other international donor-funded projects. | 10% |
| Sound and evidence-based technical approach to activity implementation and completion of deliverables. | 30% |
| Price | 20% |
| Total: | 100 |

Final Report

The consultant must submit the final report within **five days** after completing the assignment.

Mode of Payment

- Payment will be made based on completed deliverables per the activity deliverable schedule.
- Payment is made in Tanzania shillings.
- Cost reimbursable is based on actuals as evidenced by EFD receipts, not beyond the estimated contract amount (transport).
- The consultant is subject to a 5% withholding tax remittance.

How to Apply

To apply, please send your organization profile/CV, a short proposal (maximum ten pages) that summarizes your understanding of the ToR, evidence of previous assignments, and technical details of how you plan to execute the assignment. Include the proposed budget for each deliverable in the assignment in TZS.

Submit your proposal to:

The Tender Committee,
 Pact Tanzania,
 74 Uporoto Street, Victoria
 P.O. Box 6348, Dar es salaam, Tanzania.

Or email ProcurementTZ@pactworld.org with the subject: **"Development of Communications Training Package and Communications Strategies for 8 ACHIEVE LIPs."**

The deadline for applications is July 5, 2022. Only shortlisted candidates will be contacted for further inquiry and details.