

Communications Strategy Terms of Reference

The following Terms of Reference (ToR) set out below, state out the working arrangements for the consultant being hired by **Reach A Hand, Uganda (RAHU)** to draft a communications strategy as well as listing vital information about the mode of the consultancy, such as its purpose and background, terms, responsibilities, level of required support needed for the consultancy, and general provisions governing these terms of reference.

1. Purpose and Background

Reach A Hand, Uganda (RAHU) seeks to contract a consultant to draft a communications strategy for the Right Here Right Now platform all its activities and projects both online and offline that will be implemented by the platform's social media platform official channels and partners organization platforms including but not limited to online media platforms Twitter, Soundcloud, Facebook, Instagram, websites and print . The consultancy will also include the integration of online into traditional media.

2. Terms and Duration

These Terms of Reference are effective from **Friday 12th, July 2019** and continue until **Friday 19th, July 2019**.

3. Membership of the consultancy

The consultancy will comprise of:

- Reach A Hand, Uganda (RAHU), the contractor on behalf of RHRN Uganda and;
- Consultant,

4. Roles and Responsibilities

The Consultant will be required to:

- 1) Work closely with RAHU (in consultation with Right Here Right Now platform) and determine the communication requirements that must be met to support the goals, vision, mission and strategic plan of RHRN Uganda chapter,
- 2) Assess the communication capacities of the RHRN Uganda platform and all its interventions;
- 3) Identify and detail approaches for fulfilling the communication requirements in a comprehensive and coordinated strategy for RHRN Uganda platform.
- 4) Propose the use of various types of media products, in print, electronic and mobile, that can be related to the works by partners under Right Here Right Now Uganda platform.
- 5) Prepare a list of the resource needs (human and financial) and estimated online communications strategy implementation budget; and
- 6) Prepare a complete implementation plan for the approved strategy

5. Deliverables:

The Consultant will be required to present:

1. **An Inception report**, subject to approval by RAHU, no later than five (3) working days after signing setting out:
 - A needs assessment, stakeholder and SWOT analysis of the communication needs for disseminating information, communicating information to and educating key stakeholders and target audience overall, and communication needs of the activities of the RHRN Uganda platform.
 - Goals and SMART objectives and targets of the proposed communication strategy
 - A detailed communications strategy identifying the target groups, messages and media and timeframe for implementation
 - Capacity building plan for key RHRN Uganda platform communication staff of member organizations in form of knowledge transfer and any other best practices

2. **A Final report**, subject to approval by RAHU, no later than the 15th working day of the assignment setting out:

- Detailed dissemination strategy with recommended outlets and media (detailing both online and offline communication) for reaching the public identified;
- Proposals, in outline, of the types of educational and informational materials suggested for use as part of the communication strategy;
- An implementation plan, including a detailed resource list and estimated budget; and
- a draft evaluation instrument for measuring the achievement of the goals and targets of the strategy.

6. Payments

Payment will be made in two instalments by the contracting party. 60% payment will be made in advance when the consultancy is formalized and the remaining 40% will be made after successful delivery of the final report.

7. Qualifications:

- Eligible consultants must be formally qualified in mass communication/ public relations/ advertising/ communication analysis & planning/social development communication/ marketing.
- The individual consultant or leader of the consultancy team must have a minimum of Four (4) years of work experience.
- The consultant must have experience in conducting communications needs analysis and strategic design as well as managing communication campaigns.
- Applicants that have relevant experience implementing SRHR and youth empowerment related work have a very high added advantage.

8. Duration

The maximum period of the contract will be 15 working days.

APPLICATIONS

The applicants should submit a C.V, motivation letter expressing interest and a proposal. Applications should be submitted via email with the subject: RHRN Communications Strategy proposal submission, to info@reachahand.org. Applications should be submitted no later than Friday July 19th, 2019.