

Terms of Reference (ToR) for advocacy campaign Message development and testing Consultancy

Stand Strong Together (SST) Campaign

Summary

Title	Standing Strong Together (SST) advocacy campaign message development and testing consultant
Purpose	Support the development and testing of messages to be used by Reach A Hand Uganda, Reproductive Health Uganda, and Right Here Right Now Uganda platform. These messages will contribute to the campaign execution to complement the already existing interventions.
Location	Kampala, Uganda
Application deadline	November 28th 2019
Reporting to	Reach A Hand Uganda Communications and Advocacy Manager

Background to the programme

Reach A Hand Uganda (RAHU) in partnership with Reproductive Health Uganda (RHU) are leading the implementation of a campaign to contribute to the realization of more progressive policies on Sexuality Education in Uganda. The campaign is intended to intensify public demand on the government to fulfil its SRHR commitments. This project will also contribute to the ongoing work under the RHRN programme which aims to strengthen the implementation of policies and frameworks on access to sexuality education for all young people in Ugandan schools by 2020.

Scope and methodology

Task(s) description and methodology

- The consultant will work hand in hand with the SST project teams at Reach A Hand Uganda and Reproductive Health Uganda to do values message development using the research findings from two studies and use input of developed draft messages.
- The consultant will **test the developed messages**, and collect feedback with the target audiences
- The consultant will then share the messages and feedback from with respective stakeholders and facilitate the selection of final messages with stakeholders
- If needed, further pilot testing final messages before the final dissemination.
- Consultant to lead in **seeking approval of the developed campaign messages from the line ministries** before the campaign is flagged off.
- All research documents mentioned above will be provided to guide the consultant through the process.

Key deliverables

The consultant is expected to produce the following;

1. Technical and financial proposal
2. Clear timelines for the work to be done
3. An inception report (with his/her interpretation of the ToR, statement of methodology and message testing tools)
4. A first validation report including developed messages for validation by stakeholders
5. A final comprehensive message testing report.
6. The Consultant must prove, when submitting the Technical Proposal for the present TOR, that he or she understands well, at least at technical and social implication level, the Project and its objectives.

Essential Minimum Qualifications and Professional Experience Required:

Education:

- The applicant must possess a bachelor's degree in Mass communication, public health, social sciences or any related field
- A master's degree in the field relevant to; Public Health, Development Studies, Monitoring, Evaluation, and research is an added advantage.

Professional experience:

- Experience in providing consulting services and excellent track record of completion of tasks in a timely manner.
- Experience with donor-funded projects of a similar nature.
- References (provide referee for assignment) experience of conducting similar assignment or work including developing key messages to influence opinion on sexuality education
- A proven track record of professionalism and ethical conduct. Relevant technical knowledge, skills and extensive work in developing key Behavior change messages.
- Experience working within the development communications, Social and behaviour change communications, SRHR programming, and initiatives of not less than 5 years is required.
- Demonstrated understanding of issues affecting young people especially in the field of sexual and reproductive health and rights (SRHR).
- Demonstrated understanding of the dynamics of communications and advocacy issues, challenges related to young people's SRHR in Uganda.

Reporting

- The consultant will during the course of the assignments report to the Communications and Advocacy Manager, Reach A hand Uganda.

Timeline

- The consultation shall commence on November 20th and run for a period of 40 working days.

Duty station

- The consultant should be based in Uganda

Application specifications:

Candidates interested in the position will be expected to provide the following documentation:

- Detailed response to ToR, with specific focus addressing the scope of work, methodology to be used (a brief general description of approach you would use to undertake this task) and key selection criteria
- Initial work plan based on methodology outlined, and availability of applicant

- Company profile or CV including a minimum of 3 references
- Detailed budget breakdown based on expected daily rates and initial work plan
- Letter of interest
- Appendices of the following; some sample tools; draft budget and work plan; a copy of similar work for previous similar assignment conducted. Please note that the proposal shall not be reviewed if it exceeds more than 6 pages.

How to apply;

Interested and suitably qualified entities/or consultant(s) should provide a technical and financial proposal together with a cover letter, detailed CV/s, including three references no later than November 20th, 2019.

- Send application to the Communications and Advocacy Manager of Reach A Hand Uganda , Plot 7502, Block 244, Heritage Village (Kitaranga) - Kansanga, on Kansanga - Ggaba Road. P.O.Box 21288 Kampala, Uganda or via email to bata@reachahand.org, copied to jochola@rhu.or.ug and gb@reachahand.org, indicating in the subject line " Consultancy for development of Campaign messages – SST Project". Only short-listed candidates will be notified.