

Call for consultants

Developing a Communications training curriculum
AWDF Capacity Building Program
November 2017

INTRODUCTION

The African Women's Development Fund was established in June 2000, as an Africa-wide philanthropic, grant making initiative to support the realisation and fulfilment of African women's rights through funding of autonomous women's organisations on the continent. AWDF believes that if women and women's organisations are empowered with skills, information, sustainable livelihoods, opportunities to fulfil their potential, plus the capacity and space to make transformatory choices, then we will have vibrant, healthy and inclusive communities. To achieve this, AWDF mobilises financial, human and material resources to support local, national, and regional initiatives for transformation led by African women. AWDF is mandated to fund in all 54 African countries.

AWDF's current strategic plan "*Shaping the Future*" (2017-2021) focuses the organisations work around investments to build the best possible future for women in Africa. As an organisation AWDF is committed to changing the narrative around Africa women, and highlighting African women's agency, expertise, leadership and ability to transform societies towards justice.

BACKGROUND TO THE CONSULTANCY

For the last decade AWDF has complimented its grant making support with capacity building activities to ensure that women's rights organisations who receive grants from AWDF have the right skills sets, support and capacity to sustain their women's rights work and organisations in Africa. AWDF applies different methodologies including feminist coaching and skills training in its capacity building activities and these have produced effective results in many cases. Our key capacity building trainings cover:

1. Financial Management
2. Results Based Programming
3. Resource Mobilisation
4. Leadership and Governance strengthening (The CEO Forum)

AWDF is looking to develop additional thematic trainings in line with grantee needs identified through a recent capacity gap analysis and during site visits. Communications has emerged as a key area for capacity investment among African women's organisations engaged.

OVERALL OBJECTIVE

The objective of this consultancy is to develop a curriculum for communications training. This will be used the AWDF Capacity Building Unit in a face-to-face training workshops targeted at AWDF grantees. The ideal training length is 4 days.

Audience: Staff within African women's organisations who are tasked with organisational communications. The majority of organisations engaged will be small to medium sized (operating on annual budgets of approximately \$50,000- \$500,000), working at community level and/or in national, regional or international spheres. Many may not have had extensive training in communications prior.

Tone: Accessible, practical, inspiring

Content: African examples where relevant; consideration for complexities of communicating in different African environments (E.g. slow internet speeds, censorship, language, locally relevant communication modes)

A **suggested outline of key issues** to address is as follows. This may be expanded on in discussion with AWDF staff:

1. *The basics:*

- Definitions and big picture concepts
- Communicating about African women- mainstream narratives, our narratives, issues to consider
- Communications approaches and options (offline and online)
- Engaging the media and handling interviews
- Risk and security around communications (including digital security)
- Copyright, plagiarism and ethics around citation
- Examples of communications campaigns relevant to organisational communications around women's rights/social justice/development in Africa.

2. *Developing a communications strategy:*

- Practical how-to process working with participants to develop the outline of a communications strategy
 - Consideration of operating environments and technical and political issues which affect choices around how to communicate

3. *Operationalising a communications strategy:*

- Where to find/generate stories and data within your organisation
- Ethics and security concerns in the use of personal testimony and images.
- What to do when it goes wrong- dealing with communications mistakes and emergencies

METHODOLOGY FOR CONSULTANCY

- Discuss with AWDF team to clarify terms and overall scope of the consultancy
- Desk review of relevant documents from AWDF capacity unit and other resources
- Production of first draft for review and feedback by AWDF staff
- Production of second draft incorporating feedback
- Production of final version with sign off from AWDF

DELIVERABLES

- A completed, designed curriculum including:
 - Training modules on the identified themes
 - Reference materials including case studies /examples
 - Information on where to find further resources
 - Pilot the training with one cohort of AWDF grantees (4 days) including designing feedback process
 - Amend feedback based on feedback from pilot.
 - Liaise with graphic designer (procured by AWDF) in final design production of materials

CONSULTANTS PROFILE

The consultant should have a blend of relevant professional experience and background in the following:

1. Expertise in communications training, including for NGOs in African contexts
2. Experience of developing training curricula for African activists/practitioners
3. Excellent writing skills. Proficiency in English essential.
4. Excellent interpersonal skills and flexible attitude.
5. Creativity and dynamism in the approach to learning, and sensibility for visual as well as written communication
6. Commitment to women's rights and knowledge of African women's organisations; understanding of African feminism and communicating women's rights

Qualified African women candidates are encouraged to apply.

DURATION OF THE ASSIGNMENT

The assignment will commence in December 2017. The consultant will be required to submit an outline of their approach and timeline in December 2017 and deliver a first draft of content by March 2018. Dates for the pilot are still to be confirmed. The consultancy will take an estimated 30 days inclusive of the piloting process.

To apply

Please send a CV and cover letter indicating your experience, approach and an indication of daily rates. Please also attach examples and/or weblinks to previous trainings curricula developed /trainings delivered.

Applications should be emailed to Amina Alhassan Bin Salih, Capacity Building Specialist, AWDF aminasalih@awdf.org by 11 December 2017. Please put 'Communications training consultancy' in the subject line.

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