



COMMUNICATIONS TRAINING

TERMS OF REFERENCE.

The African Women's Development Fund (AWDF) is a grant making foundation that supports local, national and regional women's organisations working towards the empowerment of African women and the promotion and realisation of women's rights and recognition of African women's leadership in all spheres of life. Through specialising in grant making and focused, tailored movement-building programmes, AWDF works to strengthen and support the work of African women's organisations. By amplifying and celebrating African women's voices and achievements, AWDF supports efforts that combat harmful stereotypes, and promote women as active agents of change.

AWDF's operations are centred on grant making, capacity building and movement building. The organisation supports both established and small, locally based women's organisations. It also provides specialised funding to facilitate learning and networking opportunities and to celebrate the contributions and achievements of many un-sung African heroines.

Background to 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. Monitoring, Evaluation and Learning (ME&L)
3. Resource Mobilisation
4. Leadership and Governance strengthening project
5. Communications
6. Effective Advocacy

AWDF is seeking a bilingual trainer (English and French) for its communications training.

Purpose of this Assignment

The objective of this consultancy is to lead in the design and delivering of a virtual/online communications training to AWDF grantee organisations across Africa and parts of the Middle East. The training is being held as part of the work of AWDF's Capacity Building Unit and will be for a period of 3-4 day using zoom and or other online platforms.

A core communications and advocacy objective of The African Women's Development Fund (AWDF), as reiterated in its 4th Strategic Plan is: ***“By amplifying and celebrating African women's voices and achievements, AWDF supports efforts that combat harmful stereotypes, and promote women as active agents of change.”***

This training therefore forms part of AWDF's strategy to strengthen organisational capacities of grantees to use communications as a tool to amplify women's voices, shift attitudes and connect local struggles to global solidarity. Effective communications will also give grantees greater power to advocate for change, frame stories through a feminist lens and ensure that they reach intended audiences, create engaging content for a variety of both digital and non-digital platforms as well as build meaningful relationships with the media to ensure coverage of key issues among others. Aspects of the training will be on digital safety and the effective use of social media.

Scope of work and deliverables

A suggested outline of specific duties and scope of work is as follows. This may be expanded on discussions with AWDF staff:

- Lead in the design and delivery of a virtual/online training to AWDF grantee partner organisations.
- Conduct a needs assessment of participating grantee organisations to help inform the training structure and content.
- Using the AWDF Communications training curriculum as a guide and based on findings from the needs-assessment, prepare training modules including presentations, handouts, online and offline activities and other guides for the training.
- Support grantees develop a communications strategy for organisational use.
- Produce a needs assessment and training report in English (for internal AWDF use)
- Make any training materials/presentation available to participants.
- Recommend online resources for further reading for grantees.

REQUIRED SKILLS AND EXPERIENCE

- A communications and media expert.
- At least 6-10 years' experience in communications, media and communications training.
- An understanding of women's human rights, LGBTI rights, feminism, advocacy and the donor environment around women's rights.
- Excellent verbal and written communications skills in English and or French.
- Knowledgeable and familiar with current trends and technology in communications, online platforms and social media etc.
- Experience in design and delivery of virtual/ online training to women's rights/feminist organisations.
- Familiarity with zoom and other virtual/ online platforms.

Language

The AWDF training programmes are facilitated in both English and/or French, with Arabic Interpretations.

Location

The assignment is virtual for this year and shall not require travel.

Interested and Qualified persons should send both Technical and Financial proposals to consultants@awdf.org by **COB 10th May, 2021**. Applicants should include a cover letter in their applications.

PLEASE NOTE THAT THIS CONSULTANCY IS RESERVED ONLY FOR WOMEN FACILITATORS.