**TERMS OF REFERENCE**

**Consultancy for developing a joint Communications Strategy**

**Leading from the South**

**INTRODUCTION**

Leading from the South Fund is a global grant making programme aimed at providing support to women’s organisations, groups and movements around the world to lobby and advocate for their rights. Initiated in 2017 and financed by the Ministry of Foreign Affairs of the Netherlands, the fund supports activism devised, implemented and led by women’s rights organisations in the global South. It is jointly managed by three regional women’s funds and one global women’s fund, each with an independent yet complimentary approach.

The Four administrators of the fund are:

* African Women’s Development Fund (AWDF): Africa and the Middle East
* Fondo Mujeres del Sur (FMS): Latin America
* South Asia Women’s Fund (SAWF): Asia Pacific
* FIMI International Indigenous Women’s Forum (AYNI): Global Indigenous Women

**BACKGROUND**

Spanning four years from 2017 until 2021, Leading from the South has the following specific objectives:

* To strengthen Southern feminist women’s organizations, movements and networks, enabling them to influence policy at local, national, regional and international level;
* To set in motion an empowerment process to improve women’s social, political and economic participation in order to influence government so that barriers to participation are removed;
* To provide women’s organizations, movements and networks with the tools to reduce exclusion, discrimination, violence and unequal treatment.

As an advocacy oriented initiative, communications will play a vital role in promoting transparency and also in ensuring that key stakeholders are fully informed and engaged to effect the changes that the fund seeks achieve.

All the four members of the alliance have in place communications strategies that are specific to their regions of operations. There is therefore the need to synchronise the messaging and communications output in order to create synergy among the members.

**PURPOSE OF THE CONSULTANCY**

To develop a Communications Strategy that will effectively promote greater awareness and understanding of the impact of the fund while aligning the communications processes of the four women’s funds in the alliance.

**SCOPE**

The consultant will undertake a strategic exercise to design and outline a communications strategy and plan which should include but is not restricted to the following:

* An analysis of level of visibility and perception of the fund from inception to date
* Stakeholder and target audience mapping
* Tools and platforms to be used for maximum impact, which would include traditional media and social media
* Strategy for documenting success stories and lessons learnt
* Brand positioning strategy
* Propose promotional materials and activities as part of public awareness strategy

**DELIVERABLES**

A comprehensive report comprising the following:

* A three-year communications strategy ending in 2021
* Annual work plan for three years
* Key messages

**CONSULTANTS PROFILE**

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

1. Must be a high calibre strategic communications expert
2. Proven expertise in communications research in a global context
3. Expert knowledge and understanding of women’s rights advocacy, organisations and movements in the Global South
4. Commitment to feminist rights principles.
5. Sensitivity to diversity in culture, gender, religion, race, nationality and age
6. Experience in the usage of media technology, social media for public information/advocacy

**DURATION OF THE ASSIGNMENT**

The assignment shall be for 14 working days from day of engagement, including review of draft and submission of final document.

**TO APPLY**

Interested applicants should please submit the following documents:

**Technical Proposal** detailing methodology and key components of the work

**Financial Proposal** with daily rate charges

**Curriculum Vitae** of the consultant

By email to:

The Communications and Fundraising Specialist

African Women’s Development Fund

[Lydia@awdf.org](mailto:Lydia@awdf.org)

**Closing date**: Friday 9th March 2018