

AWDF COMMUNICATIONS AUDIT

TERMS OF REFERENCE

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. Since the beginning of its operations in 2001, AWDF has provided over US\$34.2 million in grants to 1323 women's organisations in 42 African countries.

CONTEXT

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

"Shaping the Future" is the underlying theme of all communications in the strategic plan period 2017-2021. This is complemented by the sub-text, "changing the narrative" as highlighted above.

AWDF supports change-makers; African women's activist organisations and individuals who have held and advanced the line on women's rights. We work to shape the future of Africa by:

- Funding organisations that work towards the promotion of women's rights and empowerment, through our three thematic areas
- Strengthening organisations and leaders through capacity building and technical support
- Building and sharing knowledge
- Connecting and amplifying African women's voices with advocacy and movement building

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EXECUTIVE BOARD

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Hilda Mary Tadría (Founder)
Bisi Adeleye-Fayemi (Founder)
Joana Foster (Founder)

Abena Amoah (Treasurer)
Taaka Awori
Theo Sowa (Chief Executive Officer)



Our communication has the overarching objective of promoting recognition of the impact of our work, as well as the work, achievements and creativity of African women across the continent and beyond.

PURPOSE OF AUDIT

Over the past 16 years, AWDF has increased the scope of its work (grantmaking, capacity building, advocacy and fundraising) within its mandate. As the programmes and the income of the organisation grows, the communications function becomes ever more vital. Additionally, the role, methodologies and visions of communications in the human rights field has developed dramatically over the past ten years and AWDF wishes to move with that communications and technology growth, innovation and creativity. The projected growth of AWDF income in the next three years has been a trigger for a series of programme audits, of which communications is a key area. The communications audit should provide a clear, reasoned, analytical review and assessment of AWDF's communications function and propose ways of building on areas of strength and minimising areas of challenge. The audit should be the basis of moving AWDF further on the road towards having a state of the art communications function for a women's rights fund.

AWDF is seeking an audit of the entire organisation's communications as part of our institutional strengthening programme to accelerate our growth, engagements and to attract new constituencies of funders and allies (in addition to current funders).

Finally, AWDF is seeking this audit to identify specific communication enablers to target the four identified key growth areas of endowment, individual giving, corporate engagement and finances.

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SCOPE OF AUDIT

To assess the full range of communications channels, platforms, and programmes utilised across the organisation and complete an assessment of the purpose, benefits and effectiveness of each.

To explore and qualify external (grantees, donors, partners) and internal (board, management and staff) landscapes regarding the relevance and effectiveness of existing communications and messaging, its contributions towards meeting the defined organisational and communications strategic goals, and its effectiveness in serving their needs.

To compare current communications initiatives and operations of the organisation to best practices and emerging trends utilised by similarly positioned organisations with the purpose of identifying opportunities to fully deploy relevant best practices.

To develop recommendations and action steps that will bring communications into alignment with the organisation's mission and brand promise, and serve audience needs.

EXPECTED OUTPUT

At the end of the Audit exercise, the consultant will present a comprehensive report with the following key components:

1. An empirical review and analysis of the existing communications structure and processes of AWDF, both internal and external, including its strengths and weaknesses
2. A clearer understanding of stakeholder perception and expectation of communications with AWDF
3. An insight into current and emerging trends in communications and how similar organisations are leveraging them to promote their work.
4. Recommendations on transforming our communications into a more cutting edge, future-focused process that will serve the changing needs of the organisation well into the future.
5. Action plan for the implementation of the recommendations

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CONSULTANTS PROFILE

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

- Must be a high calibre strategic communications expert with over 10 years experience
- Have expertise in communications, both globally and in an African context
- Must have proven track record of working with women's rights organisations
- Must be innovative with proven ability to leverage current trends for impactful communications
- In-depth understanding of feminist principles and its contextual considerations

DURATION OF ASSIGNMENT

- The assignment duration shall be discussed and agreed upon with the consultant before the contract is commissioned.

HOW TO APPLY

- Please send a CV and cover letter indicating previous experience and relevant field knowledge as well as a quotation for assignment fee to: Abigail Burgess, Special Programmes Manager: abigail@awdf.org

And indicate as subject header:

Application for consultancy- Communications Audit

- Deadline for submission: **4th May 2018.**

AWDF 2018

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