

# Terms of Reference

**Consultancy:** Production of audio-visual versions of the African Feminist Charter

April 2021

## About AWDF

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 the 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 transformative 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's current strategic plan "Shaping the Future" (2017-2021) focuses the organisation's work on 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

As part of knowledge production and sharing, AWDF supports uptake of African feminist content through a diversity of forms and formats. This includes digitisation, video and audio productions, abridged and simpler product versions, translations and various elements of design work. The aim is to contribute to increased utilisation of African feminist content, break barriers around traditional packaging of knowledge that excludes use by particular groups of women and tap into the varied skills and needs of African women knowledge creators and users.

## OBJECTIVE AND SCOPE OF WORK

AWDF is seeking the services of a multimedia communications and design consultant to translate the [African Feminist Charter](#) text format into audio version and produce an interactive visualised digital summary of the Charter. The Charter was developed by the African Feminist Forum Working Group in 2006 and adopted by over 100 African feminists in Accra that year. The charter articulates the African feminist movement's politics and vision and is currently translated in six languages. The target audience for the final product are African women's organisations, practitioners and individuals in the women right's movement.

The consultancy has two main objectives namely, to translate the African Feminist Charter text into audio and to develop a simplified and interactive visual-graphical version of the Charter. Thus, two products are expected to be delivered by the consultant under this assignment **1) the audio version of the African Feminist Charter from the existing text version** and **2) an interactive**

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**digitised visual-graphical summary of the Charter using a range of design elements that depict the essence, voice and style of AWDF and the Charter.**

## **CONSULTANCY DELIVERABLES**

Below is a summary of essential tasks to be delivered upon by the consultant under the assignment

### Product 1: Audio version of the Charter in English

1. Hold an initial debrief meeting with AWDF to clarify the assignment and expectations.
2. Create and share plans for kickstarting recording of the audio versions
3. Present draft for review and feedback by AWDF
4. Integrate all feedback provided by AWDF and make submission of updated versions
5. Produce and submit the final audio version of the African Feminist Charter in MP3 format.
6. Provide user notes for the audio version including compatibility and format transfer prerequisites if any.

### Product 2 (digitised visual-graphical summary of the Feminist Charter)

7. Hold an initial debrief meeting with AWDF to clarify the assignment and expectations.
8. Create and share plans for kickstarting visual-graphical content development
9. Present draft content scrip (including design elements -illustrations, colour use, infographics) for review and feedback by AWDF
10. Integrate all feedback provided by AWDF and make submission of an updated draft for further review by AWDF.
11. Produce and submit the final digitised visual-graphical summary of the Feminist Charter in a user-friendly and easy to share format. Include all design files.

## **METHODOLOGY**

- Discussion with AWDF to clarify the assignment, TORs and overall scope of work including timelines
- Specify design elements to be used -for instance; illustrations, infographics, images, colour use among others.
- Propose and participate in debriefing meetings with AWDF highlight feedback areas and provide additional guidance for high quality, and accessible product
- Production of draft versions incorporating feedback from debriefing sessions and virtual input through email
- Production of a final products as specified under product 1 and 2 in the objectives section.

## CONSULTANTS PROFILE

The consultant should have:

1. Extensive experience of feminist content production on issues of concern to African women
2. Experience working with digital communication and design tools will be extremely advantageous.
3. Proven experience producing similar products including reports, films, podcasts, digital art etc. for African women's organisations evidenced by at least two samples of work is a major requirement
4. University degree in the Humanities, Art, Social Sciences or field relevant to the work
5. Excellent interpersonal skills and flexible attitude
6. Proven ability to work to tight deadlines
7. Commitment to the AWDF's values of feminist leadership, accountability, diversity, respect and solidarity.

## DURATION OF THE ASSIGNMENT

The timeline for the completion of the work will be May 15, 2021.

## TO APPLY

Please send your CV and cover email to [consultants@awdf.org](mailto:consultants@awdf.org) Email subject header: Application for consultancy- Feminist Charter Audio-Visual production. Emails should be addressed to **The Human Resources Manager**. Submissions must be received no later than **25 March 2021**.