



AWDF Effective Advocacy Through Communications Training

TERMS OF REFERENCE.

1.0 Introduction

The African Women's Development Fund (AWDF) strives for Africa to become a continent where gender justice is fully achieved for all African women, girls and gender-diverse people, and dignity and freedom are a reality for all Africans. In its first 21 years, AWDF disbursed nearly USD 51 million to women's rights organisations, primarily throughout Africa (and in selected Middle Eastern countries through one of our projects). Through its grant making, programmatic and advocacy work, AWDF has supported work that led to changes in law and policy, social norms, narrative, and movement-building for gender equality – particularly on three main thematic areas: body and health rights (including a range of issues from sexual and gender based violence to SRHR), women's leadership, participation and peace, and women's economic empowerment.

Building on its strong track record, AWDF is soon to launch a ten-year strategic framework (2023-2033) which will guide its efforts to advance gender equality and gender justice for girls, women and gender-diverse people across Africa. At its core, the strategy's focus is on resourcing, nurturing and strengthening those who are best placed to achieve transformative change: African women's and feminist groups, organisations and movements.

2.0 Background to Consultancy

For the last decade AWDF has complemented its resourcing support with institutional strengthening activities to ensure that African women's rights and feminist organisations who are funded by AWDF have the right skills sets, support and capacity to sustain their women's rights work and organisations in Africa. To date, our institutional training support has covered:

1. Financial Management
2. Monitoring, Evaluation and Learning (Results Based Programming)
3. Effective Advocacy through Communications
4. Resource Mobilisation Strategy Bootcamp
5. Feminist Leadership and Governance strengthening (The CEO Forum)

One priority of The African Women's Development Fund (AWDF) is to nurture and amplify diverse African women's rights and feminists' voices, knowledge and narratives. AWDF supports efforts that enhance the capacity of voices of women, girls and feminists to use and propagate their voices. This training therefore aims to strengthen organisational capacities of grantees to use communications as a tool to amplify women's voices and to train them on effective strategies

to advocate for change. Effective communications will also give grantees greater capacity to 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 for advocacy as well as organisational visibility.

3.0 Purpose of this Assignment

The objective of this consultancy is to design and deliver a three-five-day Effective Communications and Advocacy training for AWDF grantee organisations across Africa and parts of the Middle East. The training will be held in August 2023. The consultant will be expected to design the training modules based on outcomes of a needs assessment to be carried out prior to the training, and to guide/support grantees to develop communication/advocacy strategies for their organisations.

4.0 Scope of Work

The Consultant shall, in consultation with AWDF's Agency and Resilience Programme Specialist and Director of Programmes deliver the following:

- Design and deliver an interactive 3-5-day training program on Communication and Advocacy for CSOs.
- Conduct a needs assessment survey among registered participants to inform the training structure and content.
- Using the AWDF Communications training curriculum as a guide and based on findings from the needs-assessment, develop training modules for the training.
- Work with the interpretation team to ensure that the Training Module and other materials that will be used in the training, are consistent in both English and French.
- Support each participating organisation to develop a one year communications/advocacy strategy for their organisation use.
- Provide resources for further reading for participants

5.0 Deliverables and timelines

- Submit training report not later than ten (10) days after the training to AWDF.
- The consultant is expected to submit to AWDF copies of the communication/ advocacy strategy documents from participating organisations developed during the training.

6.0 Required Skills and Experience

- Bachelor's degree in communications, law, social science, development studies, human rights, International relations or other related fields.
- At least 6 years' relevant experience in mainstream media, digital media or advocacy.
- An understanding of feminism, advocacy and the donor environment around women's

- rights.
- Current knowledge or experience of working in the nonprofit/ non governmental organisation sector, or on women's rights and gender justice and organising in the global south.
 - Excellent English communication skills (written, reading and spoken)

7.0 Desired Skills / Competencies

- Ability to communicate in French
- An understanding of AWDF values

8.0 How to apply

Please send a brief technical and financial proposal to fadzai@awdf.org , copying ntitenewaah@awdf.org by close of business on the **31st March 2023**. In addition to the proposals, please add a CV or profile of your previous experiences in similar capacity.