EFFECTIVE ADVOCACY

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 centered 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 (Results Based Programming)
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 Effective Advocacy training.
OVERALL OBJECTIVE
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.”

The objective of this training therefore is to support in strengthening organisational capacities of AWDF’s grantee partners in feminist advocacy skills and strategies.

The training will build on existing knowledge and skills of participants around human rights and feminist advocacy, effective advocacy strategies and advocacy tools etc. AWDF believes that when grantees advocacy skills are strengthened, they will organise activities that will influence policy, challenge the root causes of the inequalities and disadvantages women face. The ultimate goal therefore is to support efforts by women and women organisations, to combat harmful stereotypes, and to promote women as active agents of change through effective advocacy.

SPECIFIC OBJECTIVE
Specifically, the training will offer participants the opportunity to learn skills for designing and implementing a structured feminist advocacy strategy, including:

- Selecting advocacy priorities
- Setting measurable objectives
- Mapping target audiences
- Working in partnerships for advocacy
- Budgeting and planning for Advocacy
- Monitoring and evaluating advocacy
- Other relevant advocacy skills

PURPOSE OF THIS ASSIGNMENT
The purpose of this consultancy is to lead in the design and delivery a virtual/online training to AWDF grantee organisations across Africa and parts of the Middle East. The training will be focused on effective feminist Advocacy, by considering relevant contents covering: an in-depth understanding about the concept of feminist Advocacy, steps in a dynamic feminist advocacy process, methods, tools, strategy, strategic communication technique, developing advocacy message, and identifying issues and developing action plans.
The training should help strengthen organisational capacities of grantees to be able to use advocacy to amplify women’s voices, shift attitudes and connect local struggles to global solidarity as well as to advocate for change. The training would also provide the building blocks for the development of an organisational advocacy strategy.

SCOPE OF WORK AND DELIVERABLES
The Consultant shall, in consultation with AWDF’s Capacity Building Specialist and Director of Programmes provide the following:

- Lead in the design and delivery of a virtual/online effective advocacy training aimed at strengthening the capacity of existing and emerging AWDF grantees to improve strategies around advocacy.
- Conduct a needs assessment to help inform training content and submit a brief report.
- Develop training modules to equip participants with meaningful skills to integrate relevant topics and methodologies from the training into their existing leadership, advocacy and community organising.
- Prepare training content to be delivered (materials with modules/handouts, presentations and exercises etc. for the training).
- Guide participants in the development and finalisation of an advocacy strategy document including advocacy work-plans, and timelines for implementation.
- Make training materials available to AWDF and participants after the training.
- Recommend resources for further reading for grantees.
- Submit a training report to AWDF for internal use.

REQUIRED SKILLS AND EXPERIENCE
- Master’s degree in relevant field (Social Science, development studies, human rights, Communications, gender studies, politics etc).
- Prior experience in feminist advocacy, community organising and community empowerment preferably gender or women rights issues.
- Knowledge and familiarity with LGBTI, HIV/AIDS, Disability + advocacy and community organising.
- Prior training experience of women’s rights organisations in leadership development and or feminist advocacy.
- Experience in designing participatory training for women and women’s organisations.
- Excellent knowledge in current trends, opportunities and challenges in relation to women rights advocacy.
- Experience in design and delivering of virtual/online trainings.
REQUIRED SKILLS
• Proficiency in the use of Microsoft Office tools especially Excel.
• Familiarity with zoom and other online platforms.
• Excellent English and French communication skills.
• Comfortable working with a diverse team.

LANGUAGE
The AWDF training programmes are facilitated in both English and French and with Arabic Interpretations.

LOCATION
The assignment is virtual and shall not require travel.

Interested and Qualified persons should send both Technical and Financial proposals to consultants@awf.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.