

## WISH Communications Adviser

### Contractor Application – Terms of Reference

#### **Project:** Women's Integrated Sexual Health (WISH)

Applications must address all of the requirements of the Terms of Reference and include all of the information/documents requested at Section 7.

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| <b>1. Background</b> | <p><u>Overview of IPPF</u></p> <p>IPPF is a global service provider and a leader advocate of sexual and reproductive health and rights (SRHR) for all. IPPF provides SRHR services in 172 countries and runs approximately 65,000 service points worldwide. It seeks influence governments and other key decision-making bodies make policy and legislative changes that support or defend SRHR. IPPF also conducts a range of education, awareness and empowerment programmes that supports its key mandate of SRHR for all.</p> <p><u>Background and overview of the engagement</u></p> <p>Women's Integrated Sexual Health (WISH) is one of IPPF's flagship sexual and reproductive health programmes which aims to transform the lives of millions of women and girls. Funded by the UK's Department for International Development (DFID), WISH will provide integrated and holistic sexual and reproductive healthcare to millions of additional users across 27 countries<sup>1</sup> in Africa and South Asia from 2018-2021.</p> <p>Through a consortium of IPPF Member Associations (MAs) and five internationally recognized organizations and led by IPPF, WISH2ACTION prioritizes the most underserved women and girls, particularly youth under 20, the very poor, and other marginalized populations (including people with disability, people displaced or affected by humanitarian crisis, and people living in hard-to-reach areas). Areas of integrated service delivery supported through WISH2ACTION include comprehensive family planning services, safe abortion and post abortion care, STI and HIV testing and treatment, counselling, SGBV services, and cervical cancer screening. The exact package of care, range of services, and nature of integration between services differs by country and by service delivery channel depending on factors including the legal context, government policy and provider capacity etc.</p> <p>The contractor will be responsible for the Communications strategy of a multi-country, DFID-funded integrated Family Planning and Reproductive Health programme. This position will serve to raise awareness about the WISH2ACTION programme goals, objectives and benefits among key public and private stakeholder groups, emphasizing communications support, comprehensive media outreach and publicity; and supporting project partners to share information on core project components.</p> |
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<sup>1</sup> Afghanistan, Bangladesh, Burundi\*, Burkina Faso, Chad\*, Cameroon\*, Cote de Ivoire\*, DRC\*, Ethiopia\*, Ghana, Mauritania\*, Madagascar, Mali, Malawi\*, Mozambique\*, Niger, Nigeria\*, Pakistan\*, Senegal, Sierra Leone, Somalia, South Sudan\*, Sudan\*, Tanzania\*, Uganda\*, Zambia\*, Zimbabwe. (\* = countries where an IPPF Member Association is providing services through WISH).

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|                                      | <p>The role will provide communications support for the programme team, national partners, IPPF Member Associations and DFID to promote the project. The contractor may also give support to the IPPF project teams of WISH Lot 1 and ACCESS.</p> <p><u>Key stakeholders</u><br/> WISH2ACTION Team<br/> WISH Lot 1 Team<br/> ACCESS Team<br/> DFID</p>  |
| <b>2. Purpose</b>                    | <p><u>Reason the consultancy is taking place;</u></p> <p>The post holder will be responsible for the Communications strategy of a multi-country, DFID-funded integrated Family Planning and Reproductive Health programme. This position will serve to raise awareness about the WISH2ACTION programme goals, objectives and benefits among key public and private stakeholder groups, emphasizing communications support, comprehensive media outreach and publicity; and supporting project partners to share information on core project components.</p> <p>The role will provide communications support for the programme team, national partners IPPF Member Associations and DFID to promote the programme during implementation until 2021.</p>  |
| <b>3. Roles and responsibilities</b> | <p><u>Roles and responsibilities: Assignment Objectives, activities and outputs</u></p> <ul style="list-style-type: none"> <li>• Develop and lead implementation of the WISH2ACTION communications strategy to share the vision for WISH2ACTION and to communicate the achievements of the core objectives of the WISH programme.</li> <li>• Coordinate closely with the WISH hub team, consortia and member associations to produce consistent communications through effective protocols</li> <li>• Build an updated project web page on IPPF websites. Create and lead the media outreach strategy to promote WISH accomplishments among key audiences</li> <li>• Develop in coordination with technical staff, effective yearly work plan for implementing the WISH communications strategy</li> <li>• Review internal communications for WISH staff, partners and IPPF, and collection of news and updates with all partners</li> <li>• Ensure visibility and promotions are within IPPF, project and DFID brand guidelines</li> <li>• Oversee effective documentation of WISH programme work through photos,</li> </ul> |

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|                                       | <p>video, and other media, in coordination with central office Communications team.</p> <p>Research, draft content and edit public promotional materials and publications (printed and electronic for key external audiences, such as brochures, fact sheets, posters, tweets and websites)</p> <ul style="list-style-type: none"> <li>• Where necessary edit and coordinate WISH external reports, project case studies, and other written materials</li> <li>• Coordinate the design and production of materials to be published such as fact sheets, brochures, digital publications, etc.</li> <li>• Manage the addition of all appropriate external project information, products and materials for WISH, promote this resource to stakeholders</li> </ul> <p><b><u>Timeline: Level of effort and time frame for assignment:</u></b></p> <p><b>Time frame for assignment: Total of 6 months from contracting</b></p> <p><b>Level of effort:</b></p> <ul style="list-style-type: none"> <li>- Up to 80 days over a period of 4 months</li> </ul> <p>This consultancy is flexible between Nairobi and your place of origin. This consultancy will require a period of time to be spent in Nairobi working with the project team</p> |
| <b>4. Timeline</b>                    | <p><u>Commencement date:</u> Immediately upon completion of recruitment process</p> <p><u>Anticipated completion date:</u> 4 months from contracting</p>   |
| <b>5. Milestones and deliverables</b> | <p><u>Key milestone / deliverable dates:</u></p> <ol style="list-style-type: none"> <li>1. Develop and deliver the WISH2ACTION communications strategy to share the vision for WISH2ACTION and to communicate the achievements of the core objectives of the WISH programme, incorporating the views of partners.</li> <li>2. Working with IPPF Communications Team, build an updated project web page on IPPF websites.</li> <li>3. Create and lead the media outreach strategy to promote WISH accomplishments among key audiences..</li> <li>4. Develop in coordination with technical staff, effective yearly work plan for implementing the WISH2ACTION global goods dissemination strategy.</li> <li>5. Review internal communications for WISH staff, partners and IPPF, and collection of news and updates with all partners.</li> </ol>   |

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|                                   | <p>6. Oversee effective documentation of WISH programme work through photos, video, and other media in coordination with central office Communications team.</p> <p>7. Research draft content and edit public promotional materials and publications (printed and electronic for key external audiences, such as brochures, fact sheets, posters, tweets and websites)</p> <p>8. Where necessary, edit and coordinate WISH external reports, project case studies, and other written materials.</p> <p>9. Other Communications needs as necessary.</p>  |
| <b>6. Contractor requirements</b> | <p><b><u>Contractor requirements: Person Specification</u></b></p> <ul style="list-style-type: none"> <li>• Bachelor's degree in Communications or Journalism. A post graduate diploma in Journalism is an advantage</li> <li>• Minimum 5 years' work experience in journalism, communications, and/or media outreach</li> <li>• Excellent computer skills (Microsoft Office, Internet, Photoshop, etc)</li> <li>• Outstanding written and verbal communication skills in English</li> <li>• Knowledge of the publication process (print and digital)</li> <li>• Strong interest and some experience in international health or human rights biodiversity or development issues, particularly in Africa</li> <li>• Excellent interpersonal skills with ability to interact culturally, linguistically, and diplomatically with diverse internal and external individuals</li> <li>• Ability to work within a team structure as well as independently, be creative, take initiative, be attentive to detail and be able to work well under deadlines.</li> </ul> <p><b>PROVEN ABILITY</b></p> <ul style="list-style-type: none"> <li>• Experience of working in an international non-profit organisation</li> <li>• Significant experience in developing and implementing communications strategies for multi-country projects or partners</li> <li>• High degree of success in delivering high-quality communications strategies, including extensive experience with web and social media</li> <li>• Demonstrated success in delivering high-quality communications, products or tools targeting a diverse range of audiences</li> <li>• Fluent English is essential. French or Portuguese would be an advantage</li> <li>• Excellent IT skills</li> </ul> |
| <b>7. How to apply</b>            | <p>Please submit your CV, details of your day rate, and a letter of interest outlining:</p> <ul style="list-style-type: none"> <li>- What experience you have that is relevant to this post</li> </ul> <p>Please email your application to <a href="mailto:hquinn@ippf.org">hquinn@ippf.org</a>. The deadline for submissions is Friday 6th March 2020 by 23.00hrs GMT.</p>   |