**Terms of Reference for Media Consultancy for Alliances for Africa (AFA) AfA-2933-001**

**About AfA:** Alliances for Africa (AfA)’s mission is to enhance and strengthen on a sustainable basis, local, national, sub-regional and international institutions in Africa, by being active in the monitoring, advancing, promoting and protection of human rights, peace and sustainable development initiatives.

**BACKGROUND OF THE CONSULTANCY:**

The acceptance of violence against women and girls (VAWG) as normal contributes to an environment of impunity and serves as a serious barrier to all women and girls living a life free from violence. This lack of comprehensive legislation that upholds the rights of women and girls to live free of violence at the state level remains a serious obstacle to the enjoyment of their human rights and access to justice. The inability of key institutions responsible for ensuring the elimination of all forms of VAWG remains a difficult task to accomplish for so many reasons.

It’s on this basis that Alliances for Africa (AfA), a nongovernmental organization based in Owerri Imo State, is currently implementing a project tilted strengthening existing institutions towards the elimination of violence against women and girls in Imo state. The project is aimed at exposing all root causes of VAWG, advocate for the enactment and implementation of policies and laws which will ensure strategic programmes and evidence generation around #Endviolenceagainstwomen. It will work closely with key institutions by providing capacity building and establishment of a coordinated approach with the legislators in the state. In midst of this, we also believe that community sensitization and awareness mobilization through an effective messaging, information, and communication backed with visual, music, jingles and video documentary which recognizes their values and system through the social media communities will propel attitudinal changes; conscious reawakening and re-thinking and possibly change in community by-laws that will contribute towards #Endviolenceagainstwomen.

As follow up to this we are now looking to develop contents for social and mainstream media engagement; video documentary, jingles, and other information tools that will contribute to the goal of the project which is #Endviolenceagainstwomen through enforcement and implementation of laws by an improved and strengthened institutions in Imo State. If you have what it takes to be part of this mission, please click the link provided below based on the categories stated.

*Submissions must be received no later than 15 May 2020*

1. **Overall objective of the project**

The overall objective of the assignment is to engage with the digital media, drive engagements, create visibility and awareness on AfA’a programming with a special focus on Violence against women and girls, domestic violence, Baby factory and baby sales, violation of the rights of women and girls in Imo state Nigeria.

1. **Specific tasks and deliverables for the Consultancy firm**

Under the direct supervision of the Communication Officer and support from the African Women’s Development Funds (AWDF), the Consultant will be required to;

* Launch at least 7 social media campaigns (every month) to reach approximately 1.2 million users for the duration of the project **(Via AdWords, SEM, and social media channels);**
* One Communication/Message on monthly basis tailored towards increasing awareness on VAWG and Baby factory, Baby sale in the state;
* Convert the message into musical and radio jingles to be aired at a national radio station monthly;
* In addition, the person is expected to disseminate the message via social media which includes Facebook, Twitter, Instagram for wider reach. We are hoping to reach close to 5000 and above.
* Produce a YouTube trailer with the above interview for social media use (One minute).
* Produce YouTube videos with a Nigerian celebrity on endorsing the message  
  produced; and video vignette for social media uploads.
* Provide statistics ofSocial listening and response.
* Create weekly and monthly reports on social media statistics and behavioural analysis.

**5. Required Qualifications and Experience of the Consultancy Firm**

The consultancy firm will be required to have;

* 5 and above years of experience working in similar field.
* Extensive experience in producing development work related documentaries for international organisations with the aim of reaching both local and international audiences.
* Experience in working with UN agencies and other international organizations.
* Local Knowledge of the all regions in Imo state particularly AfA’a project areas.
* Excellent technical capacities (state of art filming equipment preferably High Definition) to ensure smooth and high-quality production.
* Additional experience in development communication will be an added advantage.

**6. Duration of the Assignment**

The assignment is expected to take 45 working days from the date of signing the contract.

**7. Intellectual Property**

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc.) belonging to the client, which the Consultancy firm may come into contact with in the performance of his/her, duties under this consultancy shall remain the property of the Client who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of the Client in line with the national and International Copyright Laws applicable.

**8 Contractual arrangements and supervision**

The Consultancy firm will be hired under AfA’a terms of contract and supervised by the Communications Unit solely for the purpose of delivering the above outputs, within the agreed time frame.

The Consultancy firm will be required to liase, and keep the communications officer of Alliances for Africa posted on ongoing activities.

Alliances for Africa (AfA) as the Client shall provide necessary support to the Consultancy firm in order to execute the assignment during the duration of the consultancy. These shall include:

1. Access to relevant project documents necessary for execution of the duties under this consultancy;

**9 Remuneration**

* The Consultancy firm’s payment shall be based on the financial proposal developed for this consultancy.
* Payment shall be made in three installments of;
* 20% down payment upon submission of an inception report acceptable to the client (WV)
* 40% upon submission of an acceptable draft documentary; and
* 40% final payment upon submission of the final outputs, incorporating suggestions and recommendations from AfA.

**10 Application Procedure**

Applicants are required to submit the following:

* A Technical Proposal: Letter of Interest, stating why you consider your firm suitable for the assignment;
* Brief methodology on the approach and implementation of the assignment;
* Personal CVs of technical personnel proposed for this project highlighting qualifications and experience in similar projects; and
* Work references - contact details (e-mail addresses) of referees (firms for whom you’ve produced similar assignments).
* Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
* The proposals must be submitted in separate sealed envelopes (the technical proposal in one envelope and the financial proposal in another envelope) but both envelopes placed in one large envelope.

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