



## **Terms of Reference for Communications Consultancy for SEND Sierra Leone**

### **Brief background of SEND Sierra Leone**

SEND Sierra Leone is a non-governmental organization that collaborates with communities, traditional authorities, government institutions, and foreign partners to develop innovative solutions that alleviate poverty and enhance self-reliance in Sierra Leone. We have adopted the Sustainable Development Goals (SDGs) to guide national development planning and implementation with our strategic approach, emphasizing economic equality and social equity. Our commitment to the government is to improve the delivery of social services, strengthen gender and social inclusion, and prioritize the education sector.

Our portfolio includes community development, WaSH, education, climate change adaptation, health, nutrition/agriculture, and women's empowerment. Our intervention areas cover Kailahun, Kenema, Kono, Western Area Rural, Western Area Urban, Bonthe, and recent expansions to Port Loko, Pujehun, Kambia, Bo, and Moyamba.

Our vision is to ensure the rights and well-being of the people in Sierra Leone. To achieve this, our mission is to promote good governance, voice, accountability, essential services, and equality for women and men in Sierra Leone.

### **Objectives of the Assignment**

SEND Sierra Leone is looking for a communications consultant to assist us with advice and guidance on our strategic communications. The crucial part of the role involves managing our website and social media pages. This will also involve designing and implementing creative and well-targeted social media content and communications materials, including content creation. The role also involves writing, editing and

designing communications materials that should resonate with various players, including governments, international organizations, beneficiaries and our donor partners.

Under the guidance and supervision of the Country Director and the Communications Manager, the Communications Consultant will support SEND Sierra Leone's strategic communications goals, which sit across advocacy and research.

### **Duration of Contract**

This contract will last for a period of one year with a possible renewal based on satisfactory performance.

### **Expected Outputs and Deliverables**

Under the direct supervision of the Communications Manager, the Communications Consultant is expected to:

- Manage SEND Sierra Leone's website and implement a web content management strategy to increase traffic and engagement with our donors and the public. Ensure the website is regularly updated with quality, creative multimedia content, including board member profiles, Senior Management Team profile, press releases, videos, human impact stories, events, reports, blogs, and briefs.
- Review content and support the Communications Manager to manage, generate, and share across Facebook, Twitter, LinkedIn, Instagram and YouTube. The Communication Manager should be trained to create content and upload it on the platforms within three months.
- Support the production and dissemination of quarterly newsletters, press releases, and communiqué.
- Produce high-quality definition videos of project impacts
- Develop creative and impactful communication materials to disseminate and promote the work of SEND Sierra Leone.
- Assist in the preparation and provide quality assurance for presentation materials,

annual reports, survey reports and briefing notes for internal and external audiences.

- Submit a comprehensive report containing the results achieved through planned activities.

## Roles and Responsibilities

### **The Consultant will be responsible for the following:**

- Strict adherence to contract terms, work schedule, and staff availability and communicating clearly to SEND in case of delays and lapses.
- Closely working with SEND to ensure timely, effective, and efficient delivery of the assignment quality outputs.
- Execute the assignment with utmost skill and care and within a reasonable time.
- Secure the necessary equipment and enable the execution of the obligations under the contract.
- Provide knowledge transfer to SEND'S Communications Manager within the first quarter of the contract.
- Ensure that all information received from SEND and other relevant persons contacted to fulfil this assignment are confidential and proprietary.

### **SEND will be responsible for the following:**

- Provide timely feedback on the assignment
- Providing liaison assistance to obtain any other information and documents required by the Consultant for the proper execution of the assignment.
- Assist the Consultant in the delivery of tasks agreed upon in the contract
- Manage the Consultancy, including; developing and finalizing the terms of reference, reviewing, finalizing and monitoring the delivery of milestones.
- Agree on the cost of each content produced. in a well-outlined document for reference
- Effect payments on accomplishing the tasks according to the contract and

deliverables.

### Expertise required

Outstanding experience in communications, marketing, international affairs, public policy, journalism, or another relevant field is required.

### Demonstrated experience

- Minimum of 5 years of relevant work experience in the area of communications, of which a minimum of 3 years should include communications experience in the area of development communications.
- Demonstrated experience in website management, social media management and monitoring Facebook, Twitter, YouTube, Instagram, LinkedIn etc.
- Proven record of producing articles, blogs and communications products using software and online platforms
- Knowledge and substantial experience using computer office tools such as Microsoft Office, Microsoft Excel, etc. and statistical software packages.
- Willingness to travel to project locations, including remote areas
- Committed to signing SEND Safeguarding Policy
- Excellent writing and organizational skills
- Openness to change and ability to receive/integrate feedback
- Ability to work under pressure and stressful situations
- Strong understanding of fundraising through communication
- Familiarity with results-based Programme management and human rights-based programming will be an asset.

### Application Process

Candidates who are interested in applying for the Consultancy must submit the following documents/information to demonstrate their qualifications:

- A technical proposal includes a brief methodology on how they will approach and conduct the assignment concerning the specifications in the ToR.
- A rationale for their suitability for the role, including their experience in similar jobs

and evidence of similar work.

- Two samples of previous work that are relevant to the assignment.
- A financial proposal that includes a work plan and rates for each service category, such as photography, videos, posters, banners, project factsheets, case studies, brochures, designing of documents, proofreading of documents, book designs, and management of SEND social media and website.
  - Curriculum vitae from the lead consultant and other team members, if any, who will assist in the assignment.
  - A conflict-of-interest statement.
  - The name and contact information of the three referees

### Payment Terms

Payment is made based on the agreed cost for each listed item during the contract period. All payments attract the necessary taxes in Sierra Leone.

In the event of non-performance and pre-termination, where payments cannot be made in whole or may have to be suspended, the final payment will be pro-rated against received and accepted deliverables.

To apply, interested parties should send their proposal to [recruitment@sendsierraleone.com](mailto:recruitment@sendsierraleone.com) titled "Communications Consultant for SEND Sierra Leone." If there are any questions or enquiries before submitting the proposal, contact [recruitment@sendsierraleone.com](mailto:recruitment@sendsierraleone.com) .

The deadline for submission is 5<sup>th</sup> June 2023.