



Terms of Reference for Development of a Twende Mbele Communication Strategy

1. Background

Twende Mbele (meaning Going Forward Together) is a peer-learning partnership of African governments and regional organisations interested to use monitoring & evaluation (M&E) to strengthen government performance and accountability. The founding partners are South Africa, Benin, Uganda, CLEAR Anglophone Africa and the African Development Bank. It is stimulating demand to use M&E amongst governments, parliaments and civil society organisations; sharing experience and learning in the use of M&E; and for a smaller group of strongly committed countries, promotes active collaboration on development of M&E systems. The impact will be seen in improved public services, improved use of M&E products by Parliaments, and an improved performance culture. The founding donor is DFID, who has been funding the Programme since August 2016.

Twende works with various partners in five priority output areas;

1. Growing demand for use of M&E
2. Sharing M&E experience
3. Learning & capacity development around M&E
4. Collaborative tool development
5. Cooperative management

Initially there are three partner countries (Benin, South Africa and Uganda), with three additional countries planned to join as core country partners by 2019. At a meeting with potential partner countries in March 2017 it became apparent that we are likely to start collaborating with 7-8 countries and then see which of these will become close partners.

As Twende seeks to extend its reach into other countries, and to facilitate learning across organisations and countries, there is a growing need to have a formalised communications strategy. A key part of this strategy will be growing Twende's communication channels in a purposeful manner, engagement with a community of practice through the innovative use of digital media and other means of communication, and the evaluation community of practice within the three founding partners, Africa and globally.

2. Objectives of the Assignment

The objective of this assignment is to develop a communication strategy aimed at increasing the brand presence and knowledge sharing within Twende Mbele and between multiple countries. The objectives involve producing;

1. An inclusive multi-channeled communications strategy for improved awareness raising, knowledge sharing, and communication among the target audiences.
2. A work plan with clear deliverable outcomes, indicators and tools for the implementation of the strategy.
3. An M&E Framework for the Communication Strategy;
4. A detailed budget for the proposed implementation of the two-year work plan.

3 Tasks

To achieve these objectives, the consultant will be required to deliver the following:

- a) Business Requirements mapped: mapping and analysis of communications approaches done by other three comparable projects to establish existing learning. analysis of Twende Mbele target audiences and identify most appropriate channels to reach them;
- b) Measurable goals and strategies: Establish specific objectives for the communication strategy including activities and tactics;
- c) Produce a two-year strategy to deliver the objectives with clear deliverables, milestones, media to be used and responsibilities;
- d) Produce Key messages in a messaging frame – this will include both Anglophone and Francophone audiences;
- e) Establishing a procedure and chronology of how to implement the communication strategy activities by Twende Mbele;
- f) Establish and design tools for evaluation of the communication strategy. Include specific indicators for measuring the success of various communications campaigns;
- g) As part of the overall strategy – develop a crisis communications strategy;
- h) Produce an indicative budget on communications activities.

4. Time and budget

Development of the above deliverables should begin in June 2017 and be complete within 30 working days.

Deliverable	Indicative Date	Payment
Mapping and analysis of communications approaches	2 nd July	10%
Communication strategy to deliver the objectives with clear deliverables, milestones, media to be used and responsibilities	21 st July	40%
Implementation plan of the communication strategy, including budget	25 th July	
Evaluation tools for evaluation of the communication strategy	30 th July	50%

5. Skills and Experience

To be considered for this role you must:

- have a strong track record of development and delivery of creative internal and external communications, ideally including experience of targeting government in different African countries;
- have experience in change communications across complex projects;
- be able to turn complex language into appropriate messaging for a range of audiences and have experience delivering communications using a variety of channels aiming specifically at government and civil society partners
- have strong interpersonal skills and experience of working with a range of stakeholders from different African countries
- experience in producing communication products in a variety of formats and languages.

To apply: The consultant should prepare a detailed proposal outlining their approach, with a budget and timeline, examples of relevant work and your CV / credentials to: [cara.waller@wits.ac.za](mailto:carawaller@wits.ac.za) by 10 June 2017.