

Terms of Reference (ToR) for A Sexuality Education Mass Media Campaign

Summary

Title	A Sexuality Education Mass media Campaign Development
Purpose	Support the development of content for a mass media campaign on Sexuality Education by Reproductive Health Uganda, Reach A Hand Uganda, and partners. These visual content will contribute to the campaign execution to complement the already existing interventions.
Location	Kampala, Uganda
Application deadline	July 10th, 2020
Reporting to	Reproductive Health Uganda and Reach A Hand Uganda Advocacy and Communications Teams

Background to the programme:

Reproductive Health Uganda (RHU) together with Reach A Hand Uganda (RAHU) are leading the implementation of a campaign to contribute to the realization of more progressive policies on Sexuality Education in Uganda to support the Ministry of Education and Sports efforts in the realization and implementation of an age appropriate sexuality education. This project will also contribute to both partners ongoing work/mandate which aims to strengthen the implementation of policies and frameworks on access to sexuality education for all young people in Ugandan schools by 2020. The messages were developed and pre-tested and we shall implore an ad agency to work together with the champions we have identified to visualize and create audio content that will be rolled out on mass media.

Scope and methodology

Task(s) description and methodology

- The AD Agency will create visuals and audios with the champions already identified which will run in the different media platforms including print, radio and TV.
- The AD Agency will work hand in hand with the Reach A Hand Uganda and Reproductive Health Uganda teams to create visuals and audio content from the messages.
- The AD Agency will ensure that the copy written is authentic and doesn't alter the meaning of the messages developed.
- The AD Agency will then share the draft content plan with Reproductive Health Uganda and Reach A Hand Uganda for review and pick feedback before the final visuals and audio content is produced.
- The AD Agency will work with Reach A Hand Uganda and Reproductive Health Uganda in designing the visual and audio content that will inform the campaign when it rolls out.
- All materials needed in the development of the visual and audio content will be provided by Reproductive Health Uganda and Reach A Hand Uganda

- Reproductive Health Uganda and Reach A Hand Uganda will have exclusive rights to the content.

Key Deliverables

The AD Agency is expected to submit the following:

1. An inception report (with their interpretation of the ToR, statement of methodology and scope of work)
2. A first draft of the visuals created for validation by consulting organizations
3. A final draft of the refined copy after feedback from the consulting organizations

Essential Minimum and Professional Experience Required:

- The applicant must be a reputable communications company or individual with expertise in copywriting and developing campaigns.
- Knowledge on public health specifically Sexual Reproductive and Health Rights and Sexuality Education is an added advantage.

Professional experience:

- Experience in providing consulting services and excellent track record of completion of similar tasks in a timely manner.
- Experience with donor-funded projects of a similar nature.
- References (provide a referee for assignment) experience of conducting similar assignment or work including developing public health campaigns.
- A proven track record of professionalism and ethical conduct.
- Relevant technical knowledge, skills and extensive work in developing key behavior change communication messages.
- Experience working within social and behaviour change communications
- Demonstrated understanding of the dynamics of communications in Uganda.

Reporting

- The AD Agency will during the course of the assignments report to the Communications and Advocacy teams of Reproductive Health Uganda and Reach A Hand Uganda.

Timeline

- The assignment is expected to commence on 27th July 2020.

Duty station

- The AD Agency should be based in Uganda

Application specifications:

Candidates interested in the position will be expected to provide the following documentation:

- A detailed response to ToR, with specific focus addressing the scope of work methodology to be used (a brief general description of the approach you would use to undertake this task) and key selection criteria.
- Initial work plan based on the methodology outlined, and availability of the applicant
- Company profile or CV including a minimum of 3 references
- Detailed budget breakdown based on expected daily rates and initial work plan
- Letter of interest
- Appendices of the following; draft budget and work plan; a copy of similar work for previous similar assignment conducted. Please note that the proposal shall not be reviewed if it exceeds more than 6 pages.



- Credential brief of the AD Agency
- Technical and Financial proposal

How to apply;

Interested and suitably qualified entities/or ad agency should provide a technical and financial proposal together with a cover letter, detailed CV/s, including three references no later than 5:00PM EAT July 10th, 2020

- Send application to the Advocacy and Communications Manager Reproductive Health Uganda and Reach A Hand Uganda, via email to rhu@rhu.or.ug and info@reachahand.org copied to dkabahuma@rhu.or.ug; bata@reachahand.org indicating in the subject line " Consultancy for development of mass media campaign messages – RHU & RAHU".
Only short-listed candidates will be notified.