



## INTEGRATED DISABLED WOMEN ACTIVITIES

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### Terms of Reference for Developing a Communication Strategy for IDIWA

#### Background:

Integrated Disabled Women Activities-IDIWA is a voluntary, not for profit non-governmental organization established in 2000 purposely to empower Women, People with Disabilities and other vulnerable groups to maximize their potential and improve their standard of living through Economic Empowerment and Livelihoods, Human Rights and Good Governance, Community Based Rehabilitation, Health and reproductive rights, and Education. IDIWA visualizes an inclusive society in which human rights, citizenship and potential of Women, People with Disabilities, and other vulnerable groups are respected.

Strategic Communication is key to achieving the above aspirations whereby communication becomes a tool for an organization to reach its current or future goals. Communication is central to what IDIWA targets to achieve and accomplish. For an organization such as IDIWA, whose primary objectives remain largely interconnected with the progress of people it works with (Women and People with disabilities), visibility of its programs and initiatives remain fundamental to meeting the organization's objectives and for further resource mobilization. The public perception and trust towards IDIWA and its programmes, rest upon how well a strategic communication plan is designed and implemented.

Therefore, with the above background IDIWA is seeking the services of an experienced communication expert to lead the process of designing its communication strategy.

IDIWA is an equal opportunity employer, and does not discriminate anybody on any grounds including disability or HIV sero status.

#### Objectives of the Assignment:

The overall objective of the consultancy is to develop a "Communication Strategy" for Integrated Disabled Women Activities (IDIWA). The consultant will be expected to work very closely with the Gender and Advocacy Officer (GAD) and develop a three-year communication strategy for the organization, including indicators and measurement tools.

#### Scope of the work:

The development of this Communication Strategy will be led by external consultant in close coordination with GAD Officer and the Executive Director.

The consultant will be responsible for undertaking the following tasks:

- ✓ Facilitate meetings to consult with IDIWA staff members and the board and identify priority areas for the strategy over the next three years. The meetings will rely on participatory methods, including brainstorming sessions
- ✓ Draft a complete communication strategy, outlining clear objectives, target activities, allies, deliverables and indicators, as well as an implementation plan for the 3 years
- ✓ Share the draft strategy and implementation plan with the Executive Director
- ✓ Prepare final Communication Strategy

**Key qualifications, experiences and skills of the consultant:**

The candidate should possess the following skills and competencies:

- At least a degree in mass communication, Business Administration majoring in Marketing, social sciences fields
- In-depth knowledge and understanding of issues of disability and its related policies/laws
- Extensive work experience and proven record in public relations, policy advocacy/campaigns, strategic management
- Good analytical and documentation/report writing skills
- Good communication and facilitation skills
- Excellent command of oral and written English
- Awareness and sensitivity to disability issues

**Duration of task completion:**

The assignment is estimated to commence and be completed within 30 days.

**Key deliverables:**

- The consultant will work very closely with the Gender and Advocacy Officer
- All deliverables will be submitted to the Executive Director on date as mutually agreed on in the job contract
- All the reports will be reviewed by the GAD officer and shared with the Executive Director
- All draft documents will be submitted as soft copies while the final products will be submitted as a soft copy and three hard copies
- The consultant will submit the following key deliverables
  - i. Consultancy Proposal with a detailed work plan and financial implications
  - ii. Draft communication strategy for feedback and comments (*if selected*)
  - iii. A final strategy (soft and 3 hard copies) in English, including implementation plan for the first year

**Procedure for submission of expression of interest:**

Interested consultants should submit their proposals to the Executive Director-Integrated Disabled Women Activities (IDIWA) with the following documents:

- ✓ A Consultancy proposal with a detailed work plan and budget.
- ✓ A Curriculum Vitae (Maximum 3 pages) and contact information for three work- related referees

Applications are by e-mails only, sent to: [idiwa2009@gmail.com](mailto:idiwa2009@gmail.com) , not later than 5.00pm Friday 28<sup>nd</sup> Feb 2019. Please indicate the reference on the Subject line as **COMM-Strategy - (Ref: IDIWA-Comm-2019)**.

Please also note that applications not including all of the above information will not be reviewed. Only short-listed candidates will be contacted.