



INTEGRATED DISABLED WOMEN ACTIVITIES

Plot 10, Jalum Road, Northern Division, Iganga Municipal Council,
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Terms of Reference (TOR) for developing a Communication Strategy and Capacity Building for Staff on Strategic Media Engagement and Relation Management

Shared on 4th June 2021

Deadline: 18th June 2021

1.0 Organizational Background

Integrated Disabled Women Activities 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, as well as current and future goals. Communication is central for IDIWA to achieve and accomplish its corporate objectives. IDIWA's primary objectives are interconnected with the progress made by women and girls with disabilities, therefore strategies communication is fundamental for visibility of our programmes and initiatives, and a positive public perception and trust towards IDIWA.

IDIWA's current communication strategy lacks clear guidelines on internal and external communication, and relationship management, and its cope is limited. It does not provide adequate guidance to ensure effective internal and external communication, e.g identification of relevant stakeholders, media houses and channels; how to communicate, when and what to communicate etc. To a great extent, this has undermined organizational visibility hence limiting opportunities for networking, collaboration and support towards our programs. Lack of strategic communication also undermines continuous participation and involvement of partners in IDIWA's processes, accountability, and public relations.

Furthermore, the staff and board members lack adequate communication skills and knowledge on how to systematically engage with stakeholders and media and maintain public relations, hence, the organization has had to pay heavily for media coverage, even when media houses are supposed to look for news. A challenge is that the media tends to portray People with Disabilities (PWD) as objects of pity and victims, and not self-confident rights holders, hence disempowering them, jeopardizing IDIWA's advocacy efforts, and curtailing community support for People with Disabilities in general.

IDIWA is seeking services of an experienced communication expert to lead the process of designing its communication strategy in form of a training manual, and conduct training for staff and board members on constructive and strategic media engagement and public relations.



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2.0 Objectives of the Assignment

2.1 Overall Objective

The overall objective is to strengthen IDIWA's visibility and sustainability in order to support Human Rights of women and girls with disabilities, through strategic media engagement and relation management.

2.1 Specific objectives

The specific objectives are:

- i. To develop a communication strategy for IDIWA to enhance analysis, strategic decision making, operational planning and monitoring, and engagement with key stakeholders in the government, private sector, civil society, etc. at the regional, national, and local levels; to effectively influence change of behaviors and perceptions, and help achieve organizational strategic corporate objectives.
- ii. To build the capacity of IDIWA's staff, board members, and key partners on strategic media engagement and relationship management, and creative utilization of mainstream and alternative media platforms.

3.0 Scope of the assignment

The consultant is expected to undertake the following:

- i. Review of IDIWA's current communication strategy, and engage with staff, board, and key partners, and use the outcome information for developing a new communication strategy. The strategy will also emphasise COVID-19, HIV/AIDS, and climate change communication as crosscutting issues.
- ii. Identification of target audiences, communication objectives, and communication channels, products, and activities.
- iii. Development of a style guide for all internal and external communications for IDIWA to ensure consistent formats for future publications and communication products.
- iv. Conducting a 5-day training for staff, board and key partners on strategic media engagement, and the utilization of mainstream and alternative media platforms.
- v. Facilitate relationship building with local journalists and media houses, and support at a training for journalists organized by IDIWA.

4.0 Expected deliverables

Expected outputs from the assignment include:

- i. An inception report detailing the consultant's methodology.
- ii. A consultation report detailing a review of the current strategy, and consultations with staff, board and partners.
- iii. A zero draft (outline) of the communications strategy.



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- iv. Communication Strategy Development Workshop report
- v. Final communication strategy, and training manual on strategic media engagement and relation management.
- vi. A list of contacts from a pool of local journalists to ensure the communications strategy has a buy-in from the media.

5.0 Management and reporting

The consultant is expected to complete this work in a period of 30 days from the time of signing the contract. The consultant will work very closely with the GAD/Communication Officer, however, all deliverables will be reviewed and approved by the Executive Director.

All official communication will be by the registered email and telephone addresses only.

6.0 Required skills and experience

To be considered for this role, you must:

- Have an advanced degree in journalism or communication, and at least 5 years of relevant experience. Applicants with a bachelor's degree with post-graduate training will be considered if they possess working experience of 7 years of progressively advanced experience in strategic communications, public advocacy, which must include developing communications and advocacy strategies, and producing good communication and advocacy materials;
- Have a strong track record of development and delivery of creative internal and external communication what do you want to say? Delivery of communication what?
- Demonstrate prior experience in developing a communication strategy
- Have strong interpersonal skills and experience of working with a range of stakeholders from civil society organizations, private and public organisations and grassroots communities
- Have experience in producing communication products in a variety of formats and languages;
- Have good knowledge and articulation of disability rights and gender equality issues in Uganda;
- have good analytical and documentation/report writing, communication and facilitation skills, and excellent command of oral and written English

7.0 Procedure for submission of expression of interest

Interested candidates should submit by email: a letter of interest, technical and financial proposals, a CV(s), and a summary of previous similar assignments undertaken to: idiwa2009@gmail.com, with Ref: **IDIWA Communication Strategy Development and Staff Training-2021** in the subject line, not later than **3.00pm 18th May 2021**.

NOTE: Only short-listed individuals or firms will be contacted.