

## REQUEST FOR PROPOSAL

### Terms of Reference for the Communication and Visibility Consultant

Ipas Africa Southern Region (Ipas ASR) is seeking a skilled and experienced consultant to enhance its visibility through strategic communication and media engagement. The consultant will support efforts to increase Ipas ASR's social media presence, develop high-quality visual content, and create communication materials that effectively highlight its work and impact.

#### 1. Introduction

Since 1973, Ipas has been at the forefront of advancing reproductive justice worldwide by expanding access to abortion and contraception. In Southern Africa, Ipas Africa Southern Region (ASR) is committed to improving women's health by ensuring access to reproductive health and upholding individuals' rights to make their own reproductive health decisions. Our mission remains to enable women and girls to exercise their sexual and reproductive health and rights through enhanced access to safe abortion and contraceptive care. Yet, despite decades of progress, the same deep-rooted power imbalances that constrained reproductive autonomy in the 1970s persist today, continuing to challenge women and girls' right to make decisions about their bodies—especially on their own terms.

#### 2. Objectives

The primary objectives of this consultancy are to:

- Strengthen Ipas ASR's online presence and engagement through improved social media strategies.
- Develop compelling short promotional videos showcasing Ipas ASR's impact.
- Design and produce high-quality communication materials for online and offline use.
- Redesign the Ipas ASR website to make it visually appealing and update it with recent highlights
- Enhance internal capacity by training Ipas ASR staff on basic communication and visibility strategies.

#### 3. Scope of Work

The consultant will be responsible for:

- Conducting an assessment of Ipas ASR's current visibility efforts and identifying key areas for improvement.
- Developing and implementing a social media engagement plan aligned with Ipas ASR's mission and audience.
- Improve the Ipas website page through visual redesigning, updated highlights and better navigation.
- Managing content creation and dissemination on social media platforms, including Facebook, BlueSky, LinkedIn, and Instagram.

- Producing high-quality, engaging promotional videos (2-5 minutes) highlighting Ipas ASR's work, achievements, and impact.
- Designing communication materials and templates for future use including newsletters, brochures, fact sheets, infographics, and media briefs.
- Training Ipas ASR staff on basic social media management, media engagement and communication strategies for sustainability.
- Providing a final report summarizing activities undertaken, achievements, challenges, and recommendations for sustained visibility.

#### **4. Deliverables**

The consultant is expected to deliver the following outputs:

- A comprehensive social media engagement plan and content calendar.
- Regularly updated social media pages with engaging and high-quality content.
- Professionally produced promotional videos (2-5 minutes).
- A set of designed and finalized communication materials (including templates for future use) for digital and print use.
- Revamped and redesigned Ipas ASR website
- A training session for Ipas ASR staff on visibility, media engagement and communication strategies.
- A final report detailing activities undertaken, results achieved, challenges encountered, and recommendations for sustaining visibility.

#### **5. Place of Performance**

The consultant must be based in South Africa, Zambia or Malawi.

#### **6. Duration and Timeline**

The consultancy will run for a period of **two (2) months** from the date of contract signing.

#### **7. Required Qualifications and Experience**

- A degree in Communications, Media Studies, Journalism, Public Relations, or a related field.
- Proven experience in social media management, video production, and content creation.
- Strong graphic design skills with experience in developing high-quality communication materials.
- Experience working with NGOs, particularly in sexual and reproductive health and rights (SRHR), is an added advantage.
- Excellent communication, interpersonal, and storytelling skills.
- Must be based in Malawi, South Africa or Zambia

## **8. Application Process**

Interested applicants should submit the following:

- A brief technical proposal outlining their approach, methodology, and timeline.
- A financial proposal detailing the consultancy fees.
- A portfolio of previous work relevant to this consultancy.
- Share a sample a previous communication material developed – video and newsletter
- An updated CV highlighting relevant experience.

## **9. Mode Of Submission**

All applications must be submitted using **Ipas South Africa Procurement Portal**.

## **10. Submission Deadline**

All applications must be submitted by **12th March 2025**

## **11. Contact Information**

Please contact the below for questions or clarifications only: (all applications must be submitted through the Ipas South Africa Procurement Portal, refer to Point 9)

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