

## **TERMS OF REFERENCE**

### **Communications and Media Consultant**

#### **Background**

A Rocha Ghana is a dedicated environmental conservation organization in Ghana. We work to inspire and empower people for natural resource management by providing practical conservation interventions aimed at contributing to the sustainable management of important ecological habitats and environmental spaces as well as initiating programmes aimed at facilitating the target community's abilities to adapt to the challenges posed by a changing climate and a world impacted by biodiversity loss and environmental pollution.

A Rocha Ghana is seeking a highly qualified and experienced communications consultant to develop a comprehensive communication and participatory video strategy and training for nine CBOs/NGOs under Strengthen the Roots. Strengthen the Roots is a 3-year intervention spanning from 2022 to 2025 coordinated by IUCN NL, Wilde Ganzen, and implemented by A Rocha Ghana and WACSI in the Greater Accra, Eastern, and Northern regions. The project aims to strengthen local communities living in or around threatened natural areas so they can mobilize local support for their work. The project's strategy is to work with CBOs/NGOs to strengthen their capacities and that of the local communities they intervene to address environmental sustainability issues. Subsequently, A Rocha Ghana is recruiting Communications and Media consultant/consultancy firms to provide communications and participatory video support training to the participating CBOs/NGOs under this project. This request for proposal outlines the scope of work, expectations, and submission requirements for interested consultants.

#### **Scope of Work**

The consultant will be responsible for the following tasks:

- Conduct a needs assessment and communication audit for CBOs under the project.
- Develop a tailored communication and participatory video strategy for each CBO.

- Design and facilitate a 3-day training and capacity-building workshop for CBOs on communication strategy, techniques, video production development as well as the effective and efficient use of social media to aid their work.
- Support each CBO to create a participatory video production plan including scriptwriting, storyboarding, shooting, and editing.
- Assist in the production of quality participatory videos showcasing CBO activities and impact.
- Assist CBOs/NGOs in identifying and using open-source communication tools and applications while also exposing them to applications and tools available for sale.
- Monitor and evaluate the implementation of the communication and video strategy

## **Deliverables**

The consultant is expected to deliver the following key deliverables:

- Needs assessment and communication audit reports for CBO.
- Communication and participatory video strategies tailored to each CBO.
- Design and facilitate the training and capacity-building workshop for CBOs.
- Support and review high-quality videos showcasing CBO activities and their impact.
- Submit a report listing open-source and commercial communication tools and applications, along with training on their usage.
- Submit a detailed assessment and overall report that tracks the progress and effectiveness of the strategies in place for each CBO.

## **Knowledge, Experience, and Skills**

- At least five years of work experience related to journalism and communication, as a press/media/outreach officer in an NGO or in the financial, private, or public sector.
- A strong background in communications, with a focus on participatory video production and community engagement.
- Good knowledge of and strong interest in climate change, sustainability, advocacy, and environmental conversation.
- Proven experience in developing communication and video strategies for nonprofit organizations or community-based initiatives.

- Demonstrated expertise in training and capacity-building.
- A portfolio of successful participatory video projects.
- Strong organizational skills.
- Excellent written and oral communication in English.

## **Timeline**

The duration of the contract is one month.

## **Submission Requirements**

Interested consultants are required to submit the following documents:

1. A detailed proposal outlining their approach, methodology and work plan for the project.
2. A statement of qualifications and relevant experience.
3. Financial proposal
4. A portfolio showcasing participatory video projects and communication strategies developed for similar clients.

Qualified candidates should submit all documents via email to: [zenobia.beli@arocha.org](mailto:zenobia.beli@arocha.org) and copy: [daryl.bosu@arocha.org](mailto:daryl.bosu@arocha.org)

Deadline for applications: 20<sup>th</sup> November 2023. Applications received by this date will take priority; however late applications will be considered if the position has not been filled.

Please label the application documents as follows:

- Lastname\_Firstname\_STRCommunicationsConsultant\_Proposal
- Lastname\_Firstname\_STRCommunicationsConsultant\_CV
- Lastname\_Firstname\_STRCommunicationsConsultant\_FinancialProposal
- Lastname\_Firstname\_STRCommunicationsConsultant\_Portfolio

Please note that only shortlisted candidates will be contacted. The final selection will be based on the quality of the proposal, qualifications, experience, and budget considerations.