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TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF INDIVIDUAL CONSULTANT TO DEVELOP THE COMMUNICATION STRATEGY OF PAX PRESS

I. GENERAL INFORMATION

Services/Work Description: Develop a communication strategy for PAX PRESS
Post Title : National Consultant
Duty Station : Kigali-Rwanda
Duration: : 60 Calendar days
Expected Start Date : Immediately after Concluding Contract Agreement

I. Introduction and Background

PAX PRESS is a network of journalists and media houses legally operating in Rwanda created in 2008 by Rwandan journalists. It was created to impact lives of Rwandans through creation of peaceful dialogue between authorities and citizens as a keystone of strengthening citizen participation, accountability and fight social injustices among Rwandan society.

PAX PRESS was created by a motivation as a response to the excesses of the Rwandan media that contributed to the occurrence of the Genocide against the Tutsi where media, journalists and media houses were at frontline of spreading negative propaganda, as a result, the image of media was blotted. Therefore, PAX PRESS came with a mission to transforming media into a professional journalism and media houses for enhanced social justice, peaceful cohabitation, citizen participation, conflict sensitive media and creation of space for dialogue.

PAX PRESS in partnership with Fojo Media Institute is implementing the Rwanda Media Programme with funding from SIDA and SDC. The Rwanda Media Programme is supporting a general professionalization of journalism, improving gender representation, and strengthening media management capacity to produce sustainable quality journalism and secure financial viability built on local and regional business models with particular focus on local media markets and potential target groups. In addition, under this programme, PAX PRESS is technically and institutionally capacitated as a key Fojo partner in implementing the Rwanda Media Programme and important actor in supporting media development in Rwanda.

For the PAX PRESS to demonstrate effective leadership and coordination, a well-constructed communication strategy is required as communication is a major component

in any organization for a better understanding and communication of its goals and expectations. In fact, communication strategy serves as **action plans for improving communication within an organization hence constitutes** a significant instrument of change. It is therefore important for PAX PRESS to develop a communication strategy that will enhance communication and information sharing within PAX PRESS, with stakeholders and the public in general. Consequently, the communication strategy will help to promote awareness regarding PAX PRESS vision, mission and achievements.

It is in this context that PAX PRESS would like to recruit a communication expert/consultant/group of consultants to develop and design its comprehensive communication strategy.

II. Scope of the work

2.1. Overall Objective

The overall objective of the PAX PRESS communication strategy is to enhance communication for effective awareness raising of the organization's mission and achievements with various stakeholders, donors, media houses, journalists, policymakers and implementers and grassroots community.

2.2. Specific objectives

The Specific objectives of the strategy are as follows:

- **To provide to staff a standardized plan to interact with managers, colleagues, stakeholders and the public**
- To ensure that everyone involved has adequate information to communicate about PAX PRESS, maintaining consistency in the workplace and preventing any ambiguity.
- To improve information sharing within PAX PRESS and its stakeholders
- To increase the visibility of PAX PRESS and achievements

2.3. Target audience

- PAX PRESS members, staff, stakeholders, donors at national and international levels
- Media houses and journalists,
- Local authorities
- Policymakers and implementers and
- Grassroots community.

III. Tasks

The communication expert will carry out the following:

- develop a multimedia communication strategy that will identify specific objectives for raising awareness among the target audiences partnering with PAX PRESS

- analyse the current internal and external communication channels used by PAX PRESS to reach all stakeholders and beneficiaries and propose how better they can be used for increased audience and impact
- To analyse target audience, perceptions and expectations regarding PAX PRESS mission
- identify and propose communication channels/tools for the implementation of the strategy
- develop a monitoring and evaluation framework of the communication strategy
- ensure knowledge transfer to PAX PRESS staff

IV. Key deliverables

The following are the deliverables and milestones that on which payments will be made:

- Analysis of target audiences and how to reach them
- Presentation of an inception report, showing the work plan, methodology and approaches and tools to be used during the work
- Establish specific objectives for the communication strategy
- Produce a 5-year strategy to deliver the objectives with clear deliverables, milestones, media to be used and responsibilities
- Produce key messages
- To elaborate the strategy plan including a M&E framework of the communication strategy
- Presentation of a final document of PAX PRESS Communication strategy

Qualifications and skills

- Have a master's degree in the following areas: Mass communication, journalism, public relations, advertising communication analysis & planning and marketing plus 5 years of experience in elaborating Communication Strategies
- Have a bachelor's degree in Mass communication, journalism, public relations, advertising communication analysis & planning and marketing with experience of at least 10 years in communication field plus 5 years of experience in elaborating Communication Strategies
- Strong analytical and writing skills and ability to interpret results and provide practical recommendations
- Have a strong track record of development and delivery of creative internal and external communications
- Be able to turn complex language into appropriate messaging for a range of audiences and have experience delivering communications using a variety of channels
- Experience in producing communication products in a variety of formats
- Have extensive knowledge on media & gender in the Rwandan context

The selection committee will base the selection on the efficiency of candidates' CV and profile, experience in the work testified by (completion certificates) known organization or other relevant enterprise.

V. Logistics and administrative support to prospect individual consultant

PAX PRESS will provide any required facilitation including but not limited to meetings and training arrangements and offer administrative and logistics supports.

VI. Duration of the work

The assignment is expected to be completed within **2 months (60 days)** from the date of signature of the contract tentatively at the beginning of May 2022.

VII. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified Individual Consultant/s are expected to submit both the Technical and Financial Proposals. Consultants will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals is:
 - a. Technical Criteria weight is **70%**
 - b. Financial Criteria weight is **30%**

#	Technical Capacity and Related Qualifications Weight	Weight
1	Qualification and skills (Proved experience in producing communication strategy)	30
2	Work plan	10
2	Methodology	30
3	Financial proposal	30
	Total Score Technical Score * 70% + Financial Score * 30%	100

VIII. Other required Experience

- Understanding of Rwanda's civil organizations context and policy framework particularly on Media.
- Strong interpersonal, writing, presentation, and organizational skills.
- Ability to work as a team member and collaborate with others.
- Proficiency in English, and Kinyarwanda. Knowing French is also an advantage.

IX. TERMS OF PAYMENT

The qualified consultant shall receive an advance of 30% of the total amount immediately after signature of the contract, another 50% will be paid after submission of a draft communication strategy and whereas the final 20% will be paid after submission and approval of the final documents.

X. Applications

Interested candidates are required to submit the following documents: Technical proposal outlining an indicative methodology, timeline and delivery dates, examples of previous work, budget, detailed CVs; copies of degree of the expert and an application letter including contact information of references.

All the documents will be sent Niyonagize Fulgence, Project Manager, nyonfulg@gmail.com (0788813274) with a copy to alex.buyinza@lnu.se, albert.baudouinPAXPRESS@gmail.com not later than **15/04/2022 at 4:00 pm**. (Kigali time).

Please note that selected candidate/s meeting the required qualifications will be contacted for further negotiations.

Done at Kigali, 31st March, 2022

Twizeyimana Albert Baudouin
National Coordinator of PAX PRESS

