



## **Consultancy assignment to promote Program Visibility and communication**

### **0. Background:**

Help a Child is a Christian non-governmental organization with its headquarters in the Netherlands. Help a Child sees every child as a unique gift of God. Therefore, Help a Child wants every child – regardless of their social, political, religious, ethnic or economic background – to have a life in dignity, with love and with a promising future. We want to give perspective to children in need. Help a Child’s identity is grounded in the Christian faith: this entails that our religious outlook determines our organization on various levels, and that faith guides the way we work. In order to achieve that ambitious goal in an effective and transparent way, we have developed a Theory of Change (ToC), outlining the rationale of our approach. Help a Child Rwanda (HAC) values the contribution of key stakeholders directly responsible for the wellbeing of children. These are the children and youth themselves, but also their parents and the broader community. Only with the participation of all these stakeholders in the community we are able to reach our goal. Therefore, Help a Child Rwanda envisions interventions focusing at the following target groups: Children, Youth, Parents/caretakers & Whole community.

In short, these elements are reflected in four result areas visible in our ToC: **A. Children** are resilient to overcome barriers and are prepared for the future; **B. Youth** are resilient, confident and economically active; **C. Parents and caretakers** are able to take care of themselves and their children; **D. The community** has social cohesion, can participate in economic development and is able to cope with crisis. Only when these four target groups are reached in an integrated approach, communities can be transformed and children are able to grow up in a safe and supportive environment and turn into responsible adults. It is important to notice that the four target groups do not stand in isolation. Instead, they often relate to each other. Families (households) are

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the linking pin between interventions with children, youth and parents/caretakers (men and women) on the one hand and the community as a whole on the other.

## 1. Objective:

HAC Rwanda aims to boost its communication and visibility at national and international levels. To meet this goal we are looking for a professional and experienced media house or individual consultant to bridge the gap. This consultancy will be covering holistic programs implemented by Help a Child Rwanda both in ECD, Youth & work and Community resilience as key components implemented in Rwanda. Our current geographic coverage is Rwamagana, Bugesera and Rusizi with possibility to extend in more districts. The consultant will be responsible for:

- Establishing and implement a vigorous communication strategy to raise public awareness, document and disseminate lessons learned, build demand for local innovations, increase awareness of Help a Child Rwanda's program, and raise motivations within local stakeholders to increase the visibility of the organization both locally and globally.
- Highlighting program impact by capturing human & success stories on how children, parents and communities' lives have been transformed through photographs, videos, program stories and booklets.
- Keeping program partners informed & updated about program intermediate and long-term results
- Collaborating with Help a Child's MEAL team to produce materials including brochures, videos, program briefs, capitalization stories and newsletters.

## 2. Critical Deliverables:

Deliverables	Frequency
Producing high quality short testimonial videos (one per district)	Quarterly
Capturing success stories (written with photographs) (one per district)	Quarterly

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Program newsletter	Quarterly
Designing high quality and attractive program brochures, flyers and booklets	Biannual
Support in organizing global events: by preparing Program blogs, Designing pull up banners and tear drops for particular events e.g. Rural Woman's Day, Day of the African Child etc.	At occasional basis
Field visits Involving beneficiaries and partners	Quarterly
Post regular updates of HaC Rwanda Program on HaC Rwanda and HaC Global social media platforms & websites news and events sections in social media such as Facebook, Twitter, YouTube and put in place strategies to increase the number of followers/subscribers	Weekly
Support HaC and Partner's team to conduct an aggressive media outreach campaign to raise awareness of Help a Child's work in Rwanda.	Biannual
Provide news releases to radio, television, and electronic media.	Quarterly
In collaboration with HaC MEAL team, write articles on project activities including technical notes, activity reports, success stories, best practices and lessons learned.	Quarterly
Collaborate with the management to disseminate information to key donors and local media outlets as appropriate.	Quarterly
Prepare case studies and other Project-related documentation.	Quarterly
Develop other communication tools (newsletters, factsheets, project briefs, and info graphics) as needed.	Based on need
Translate and write information data into suitable language for a lay audience as appropriate.	Based on need
Liaise with media personnel to publicize Help A Child activities.	Based on need
Ensure Help A Child and project branding guidelines are adhered to.	Regular
Contribute to the development and preparation of annual and quarterly reports and other reports to the donors; edit documents	Regular

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### 3. Duration

This assignment will be conducted until December 2022, with a possibility to be renewed for one more year based on performance.

### Minimum Required Education & Experience

A communication firm/individual consultant with 5years experience working with non-government institutions preferably with International Development Agencies/ organizations involved in related disciplines.

Clear track record of similar assignments conducted

### Skills & Abilities

- Excellent knowledge of MS Word, Outlook, PowerPoint, Excel, adobe premiere pro, adobe illustrator, adobe design etc.
- Ability to share on a wide scale and attract followers for publications
- Ability to multi-task
- Ability to work well with others.
- Ability to listen and communicate well in English both verbally and in writing.
- Ability to work independently with minimum supervision.
- Attention to detail and accuracy.
- Knowledge in photography and videography would be an added advantage.

### How to apply?

Interested candidates must submit electronic files:

- the detailed company profiles (for companies and cv for individual consultants)
- a technical proposal detailing the how you intend to do the job along with the financial proposal to carry out the work
- a letter of motivation with three references

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to:vacancies@hacrwanda.org, please remember to add the title of the assignment you are applying for in the subject line of the email.

The applications sent after the deadline will not be considered. Only shortlisted companies or individual candidates will be contacted.

**The deadline** for receiving applications is 29<sup>th</sup> March, 2022

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