

Consultancy for the Development of the Communication and Visibility Plan and Strategy for the “Strengthening the Maize Value Chain’s Compliance and Competitiveness in Gulu and Amuru (Elegu Market) Districts” Project

Terms of Reference (ToR)

1. Project Overview

This Terms of Reference (ToR) outlines the framework for the development of a Communication and Visibility Plan and Strategy for the “Strengthening the Maize Value Chain’s Compliance and Competitiveness in Gulu and Amuru (Elegu Market) Districts” project. The project is implemented by SEATINI Uganda in collaboration with TradeMark Africa (TMA) and supported by the UK’s Foreign, Commonwealth, and Development Office (FCDO). The objective of this plan is to ensure effective communication of project activities, enhance visibility of key stakeholders, and promote the long-term sustainability of the project outcomes.

2. Scope of Work

The communication and visibility plan and strategy will cover the period from January to June 2025 and will focus on:

- The development of consistent messaging for various target audiences.
- Identification of key communication channels and platforms to reach stakeholders.
- Production of promotional and informational materials including digital content.
- Media outreach
- Stakeholder engagement through events, workshops, and meetings.

Expected Deliverables

The consultant/organization responsible for this strategy will be expected to deliver:

- A detailed communication, visibility plan and strategy outlining objectives, strategies, and timelines.
- Developed messaging templates and key messages tailored for different stakeholders.
- A media engagement plan and a database of media contacts.
- Regular updates and progress reports on communication activities.
- Recommendations for sustaining project visibility after the implementation phase.



Timeline

- The Communication and Visibility Plan and Strategy will be developed within 10 days.

Competencies, Qualifications and Experience

- A bachelor's degree in the field of Mass Communication or any related field.
- A track record of carrying out a similar assignment with a competitive organization

Relationship with SEATINI-Uganda

As an independent consultant, no employee-employer relationship exists between you and SEATINI and its partners or donors.

Contact

Competent consultants should submit their technical and financial proposals to the Procurement Department strictly via email procurement@seatiniuganda.org not later than 31st December 2024.