

Regional Training Facility on
Prevention and Suppression of Sexual
and Gender Based Violence
in the Great Lakes Region



Centre Régional De Formation Sur
La Prévention et Suppression Des
Violence Sexuelles Basées Sur Le Genre
Dans La Région Des Grands Lacs

Terms of Reference

MARKETING AND COMMUNICATION EXPERT

23rd October 2019

What does RTF do?

The ICGLR-Regional Training Facility (RTF) on Prevention and Suppression of Sexual and Gender Based Violence (Kampala, Uganda) trains and sensitizes professionals from the judicial, police, psychosocial, medical and other sectors who handle cases of sexual and gender based violence in the Great Lakes Region (12 member states). RTF collaborates with Maastricht School of Management (the Netherlands) for this specific activity.

What can you do?

RTF is currently looking for an expert (consultant) to help the organisation to:

- a. Improve its visibility in all 12 member states including but not limited to enhancing its publicity amongst stakeholders (such as other training institutes, potential donors, governmental bodies etc.)
- b. Advise on and update the contents of the RTF website (see <https://www.icglr-rtf.org>) such that the text reflects the current professional state of the organisation.

What are your expected deliverables and what are the deadlines?

The marketing expert is supposed to:

1. Draft a short realistic and concrete plan (in MS Word and/or Excel), defining specific activities and their timeline, to improve RTF's visibility in all member states. 2 to 4 pages. Deadline: 1 December 2019.
2. Formulate a realistic and comprehensive communication strategy (including social media and physical meetings) to regularly connect with partners, funders, and other stakeholders. 2 to 4 pages. Deadline: 1 December 2019.
3. Stakeholder connections:
 - a. Update the existing draft list of stakeholders. Deadline 1: December 2019.
 - b. Ensure that RTF is known by at least 5 key institutions per member state indicated by a link to RTF's website on these 60+ websites. Deadline 1: March 2020.
4. Review and update the contents of the current RTF website. Deadline: 1 March 2020.
5. Optional and depending on available funds (no need to quote a number of dates for this): Produce press releases online newsletters/magazines/brochures and other publications relevant for RTF visibility.

Which qualifications and experience do you need?

The applicant should:

- Have at least a Masters degree;
- Speak and write fluent English AND French. Portuguese is an asset;
- Have worked at or with international organisations and/or local NGOs operating internationally for at least five years;
- Have knowledge about and experience with (minimum five years) communication and/or marketing strategies, and managing stakeholders of NGOs and/or training institute.

How do you apply?

If you are qualified and interested you should:

- a. write a few lines (maximum 5 sentences) in an email on why you are suitable for this expert role;
- b. quote an estimated number of days for the first four deliverables and a daily fee (in USD) covering all your expenses (no additional remuneration such as DSA or transport costs apply);
- c. attach your CV (maximum 4 pages) in that same email;
- d. send the email to **info@icglr-rtf.org** and **nathan.byamukama@icglr-rtf.org** at the latest by Monday 11th November 2019 at 11a.m.

RTF will select the best (two or three) candidates with a competitive offer (limited number of days and acceptable daily fee) and they will be invited for an interview at RTF offices in Munyonyo.