

Invitation to tender for a Communications Strategy for the Joint Consortium on Gender Based Violence

A group of Irish human rights, humanitarian and development agencies and two Irish government departments have joined together to form the [Joint Consortium on Gender Based Violence](#). Our overall aim is to promote the adoption of a coherent and coordinated response to gender based violence (GBV).

Our objectives are:

1. To ensure that actions to prevent and respond to GBV are visible and systematically addressed in the policies and work of all member agencies,
2. To document experience and share resources on the prevention of, and response to, GBV, drawing particularly on the experiences and achievements of members,
3. To develop and implement an advocacy strategy at national and international levels, to promote awareness of and improve actions on prevention of and response to GBV.

Context

To date the consortium has not had a communications strategy and as the work of the consortium develops it has become clear that not only would it be an important tool to facilitate the work of the Consortium but also that it is difficult to progress work without this being in place. The communications strategy will be both an internal and external strategy. The external Strategy relates to how we most effectively communicate our message to an external audience while the internal strategy relates to the methodologies and approval processes by which we as a Consortium determine our key messages and profile and to how we communicate effectively with each other.

The consortium has almost doubled its membership since it was established and a more comprehensive communications strategy is now required to ensure continuity and informed decision making in seeking to meet the Consortiums objectives and ensure institutional memory. The internal aspect of the communications strategy should enable the Consortium to keep track of decisions made and strategic process undertaken, and effectively manage the roll out of these strategies among members. The strategy should identify what is required for effective functioning of all aspects of the Consortium's communications (internal/external) and identify and agree where responsibility should lie. The communications strategy should consider what the Consortium wishes to achieve in its' communications about the work of the Consortium and agree the strategies required for different audience categories.

In terms of 'external' communication the strategy should specifically enable the Consortium to:

- Agree what the key messages of the Consortium are.
- Agree how we communicate who we are and what we do.
- Map how the Consortium's message should be delivered.
- Communicate what we mean by GBV.
- With regards to the Consortium advocacy strategy, define what the Consortium wishes others to do around GBV.
- Outline what gives the GBV Consortium meaning or 'added value'; and highlights the achievements and impact of the Consortium so far.
- Ensure there is a careful & systematic use of language and images in all Consortium communications and adherence to the Dochas Code of conduct and review of the code the consortium is undertaking. (victim/survivor; global leader; good/best practice etc.).

- Assist with content for an information flyer on the Consortium including information on how the Consortium was formed, the process of coming together and the work of the Consortium.

In terms of 'internal' communication the strategy should specifically enable the Consortium to:

- Agree who should be responsible and accountable for communicating the Consortium message to which audiences (important because certain agencies have a different public persona than others or evoke a particular reaction).
- Agree sign off procedures for external communication
- Map how the Consortium will optimally present the activities of the group as a whole at conferences, donor meetings, EU meetings, international events etc.

In terms of website communication the strategy should specifically enable the Consortium to:

- Outline how the huge potential of the website as an internal and external communications tool can be maximised.
- Outline measures to ensure ownership of the website by the Working Groups and establish protocols to integrate it with their work plans.
- Resolve how we manage external web communication - Consortium oversight of the website on an on-going basis, mailing list maintenance, responses to messages etc with specific references to resources e.g. human, time (and timing), finances etc for management of external communications and communication tools.
- Resolve how we manage internal web communications - getting the private area of the site up and running as a secure resource for the consortium, for minutes, drafts, documents, interesting articles etc, as well as for planning and organizing events and general communication. This should include the consortium's decision making and sign-off process.
(Note: the current design company will support the website for the next year).

Output:

A communication strategy that clearly addresses the issues outlined above with clear indicators of success in achieving the objectives. The document should be accessible and no more than 10-12 pages in length.

Written copy for an information flyer on the Consortium.

Process

The strategy should be delivered through consultation and facilitated sessions with the consortium, desk research on current consortium activities and strategies, and analysis of the political and media environment within which the Consortium operates.

Timeframe

The timeframe from acceptance of tender to completion of strategy should be no more than six weeks. The consultancy is expected to take 10 days. The tender will be awarded within three weeks after submission of applications. A first draft of the strategy will be expected within four weeks of the start date.

Reporting arrangements

The consultant(s) will report to a dedicated focus group from the Consortium members

Tender Requirements

The tender should include:

- A plan outlining how the consultant/company proposes to meet the requirements laid out in this invitation to tender and the costs.
- The name, address and primary contact details of the consultant/company.

- A short outline of the consultant/company detailing technical expertise.
- An outline of previous work with a particular emphasis on work of similar requirements.
- The names and contact details of two referees who may be contacted to ask about previous work.

Preferred or essential requirements:

- Experience in /sensitivity to the humanitarian, development and human rights sectors
- Experience in communications in international context (broad multi-cultural audience)
- Experience in multi-organisational (actor) approaches e.g. E.U. / UN / Consortia
- Understanding / sensitivity to Web-based Communications
- Knowledge of Organisational Development
- Excellent writing skills
- Facilitation skills
- Understanding of politics and media
- Understanding / sensitivity to Gender issues

Tenders should be received by:
Applications should be sent to:

6 August 2008
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