

SCOPE OF WORK
COLLECTIVE ACTION TO REDUCE GBV (CARE-GBV)
STRATEGIC COMMUNICATIONS SPECIALIST

To Apply:

Submit a cover letter with the proposed daily rate and a CV to bnaraghi@developmentpi.com by Friday, February 26, 2021. However, applications will be accepted until the right candidate is identified.

Introduction

Collective Action to REduce Gender-Based Violence (CARE-GBV) is a two-year USAID-funded activity under the Analytical Services IV indefinite delivery, indefinite quantity contract implemented by Development Professionals Inc.-Making Cents International LLC, working with DPI, Making Cents, and FHI 360. The goal of CARE-GBV is strengthening USAID’s collective gender-based violence (GBV) prevention and response work, or “collective action,” in development programs globally.

CARE-GBV will support USAID to achieve its goals by developing standards that guide effective programming, implementation plans, tools, and training resources, and by supporting vibrant communities of practice. This activity will promote the uptake of actionable knowledge and learning by USAID, partners, and the broader GBV stakeholder community.

Role of Consultant

The consultant will lead the planning and development of the CARE-GBV communications strategy and work closely with CARE-GBV Knowledge and Change Management specialist and Chief of Party to translate strategies into communication tactics. The consultant may edit communications materials and other documents to ensure use of language, grammar and formatting is aligned with USAID rules and regulations. They will support the Chief of Party in obtaining USAID clearances for all communications materials in sufficient time for objectives to be achieved.

Travel is not expected for this engagement.

The consultant will work directly with the CARE-GBV Knowledge and Change Management (KCM) Specialist and her team. The CARE-GBV Chief of Party (COP) will provide overall management and technical support for the activity.

Tasks

- Lead the collaborative development of a communications strategy for CARE-GBV. This will include communications for CARE-GBV’s small grants program.
- Provide leadership on the implementation of CARE-GBV’s communication strategy, plans, project priorities, and ensure alignment with client’s requirements and the Activity’s objectives.
- Copyedit and format PR related materials for USAID (e.g., press releases, announcement, quarterly and annual reports) as well as communications and knowledge management materials for the CARE-GBV small grants program.
- Support the Chief of Party in obtaining USAID clearances for all communications and knowledge management products in sufficient time for CARE-GBV’s objectives to be achieved.
- Support compliance with U.S. Government (USG) contracting requirements for communications and knowledge management products.
- Increase CARE-GBV staff communications capacities.
- Introduce new innovations, technologies, and methods to improve quality and processes and ensure high profile of CARE-GBVs work within USAID and globally.

- Provide publicity and promotional support for special events and community outreach activities as needed.
- May provide leadership for content development for CARE-GBV landing page and small grants page.

Additional Desirable Skills and Roles:

- Support the production and editing of short videos and identification and sourcing of photos and illustrations for CARE-GBV materials.

Education and Experience:

- Master's in Public Relations, Marketing, Communications or Related Field with at least 12 years of experience
- Leader in strategic analysis relating to communications in international development programming
- Articulate, professional, and able to communicate in a clear, positive manner with clients and staff
- Experience working with USAID communications and global projects. Understanding of branding and marketing requirements and clearance processes.
- Demonstrated experience in marketing and communications within humanitarian or development settings, knowledge of GBV field preferred
- Excellent oral and written communication skills
- Knowledge of principles, theories and methods of communications, public relations, and journalism
- Excellent oral and written communication skills
- Must be able to read, write and speak fluent English
- Ability to write, edit, and manage all facets of a publication
- Video production and editing experience a plus

Level of Effort:

The Level of Effort will be up to 70 days between February 2021 – July 2022.

Deliverables

- CARE-GBV communications strategy.
- Copyediting and formatting of PR related materials for USAID (e.g., press releases, announcement, quarterly and annual reports) and small grants program, as needed.
- USAID clearances for all communications and knowledge management products, as needed.
- Short videos, photos, and illustrations for CARE-GBV materials, as needed.
- Capacity building for staff on communications strategies and USAID communications requirements.