Date: 1st April 2021



Request for Proposals for Developing IGCP Communications Strategy.

Introduction

The International Gorilla Conservation Programme (IGCP) is a unique coalition of Conservation International (CI), Fauna & Flora International (FFI) and WWF. Its governance and structure is defined by an Agreement and a strategic plan for the period 2018 – 2024.

IGCP operates in the three countries that share the habitat of the mountain gorillas; Democratic Republic of Congo (DRC), Rwanda and Uganda, and works in close partnership with the Protected Area Authorities of the three countries (Rwanda Development Board, RDB in Rwanda; Institute Congolais pour la Conservation de la Nature, ICCN in DRC; Uganda Wildlife Authority, UWA in Uganda) and the umbrella mechanism for transboundary collaboration through the Greater Virunga Transboundary Collaboration. IGCP also works in partnership with governments and Civil society.

Conservation International (CI), Fauna & Flora International and WWF through IGCP seek to coordinate communications about the work of IGCP- successes, threats and opportunities in the conservation of mountain gorillas to local and global audiences.

The Communication Strategy is meant to build on the existing IGCP Communications Protocol and on many years of success in coordinated communication and further clarify and strengthen communication messages and delivery to target audiences. It shall be exhaustive and will cater for every communication situation both internal and external and it shall be a reference and a living document.

Purpose and Objectives of the Consultancy.

The overall objective of the consultancy is to identify and develop strategies that ensure that right and important information is relayed to the different IGCP audiences (internal and external) appropriately, timely and effectively. And that IGCP coalition partners speak with one voice and establish credibility.

Specific Objectives:

- To improve and or strengthen IGCP Communications and programme implementation.
- To establish clear channels of communication that will allow for clear, timely and effective communication both internally and externally.

- To create a positive presence for IGCP in the sphere of conservation.
- To develop a reference and living document that will effectively guide IGCP's internal and external communications.

Methodology
Methods employed will include but not be limited to; reviewing existing materials, conducting a SWOT analysis, audience and media mapping as well as interviews and brainstorming sessions to inform a brand audit, risk assessment and response strategy.

Expected Outputs for the Consultancy.
An exhaustive Communications Strategy that provides for both the internal and external communication needs of IGCP. The communication strategy should cover the following:

- Introduction (rationale behind the need for a communications strategy)
- A situational analysis of the internal and external factors that influence the communication around IGCP's work.
- Strategic communication objectives
- Defined IGCP audience
- Defined communication tools and channels
- Key Messages
- Communication barriers (Risks and assumptions)
- Tools and activities
- Work plan
- Resources
- Communications Calendar
- **Annexes**

i. M&E matrix
ii. Digital and social strategy
iii. Media engagement strategy
iv. Crisis management strategy
v. Awareness campaign strategy
vi. Fundraising strategy

Duration.
The assignment is expected to take –no more than four week starting from the day the contract agreement is signed. The consultant will share the draft communication strategy with IGCP to allow for review, comment and in-put before final submission.

Supervision and Coordination.
The consultant will work closely with the IGCP Advocacy and Communications Manager alongside the Communications Officer.

Required Expertise
The consultant(s) MUST have qualifications in Mass or Development communications with highly proven skills and experience in developing communication strategies, working with non-governmental organizations, conservation organizations in communication and or

relevant experience.

How to Apply

The prospective consultant(s) shall present a detailed CV along with a technical proposal (not to exceed six pages, exclusive of CV as appendix) that will include the understanding of the assignment, a detailed methodology and timeline (availability), level of effort and qualifications. In addition, the application should include a financial proposal that includes direct and indirect costs inclusive of all required taxes. Financial proposal should be prepared in USD.

Interested consultant (s) should submit their applications to **procurement@igcp.org not later than 14th April 2021, 5pm CAT.**