

## Open call for proposals

# Call for proposals on “Operations, strategic communication and capacity building support for the African Internet Rights Alliance”

November 6, 2019



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Legal Resources Centre

## Executive Summary

The African Internet Rights Alliance (AIRA) - an alliance of ten civil society organizations based in Uganda, Nigeria, Kenya, South Africa and Senegal - are pleased to issue this open call for proposals for a consultancy to support the operation, strategic planning and communications capacity building of the Alliance. Members of the Alliance agree to work in collaboration with each other to advance a positive environment around Digital Rights on the African continent within the next three to five years.

## Organization of the Alliance

AIRA is a formal alliance of eleven organizations dedicated to advancing digital rights on the African continent. The Alliance is coordinated by a Coordinating Organization and approval and review is provided by a five (5) person Oversight Group of individuals drawn from Alliance membership and representing their organization and region.

The work and direction of the Alliance is determined collectively at twice-annual convenings and during monthly teleconference discussions among the membership. Members are in the process of producing action plans to guide their work in 2020.

The Alliance currently retains a consultant to provide strategic planning and management support based in the United States, which is in the process of transitioning and will be replaced by this consultancy. The current consultant will provide information and support to onboard selected candidate during a transition period.

## Scope of work

This consultancy will:

1. Assist in the day-to-day operation of the Alliance and provide notes to monthly calls, summaries of activities, planning etc. including providing a program and facilitation support for two annual in-person convenings.
  - a. Proactively support members of the Alliance and particularly the Coordinating Organization on ensuring deadlines are met and members have the support they need to complete assigned communication tasks.
  - b. Support additional communication between and among task forces focused on the development of specific materials related to the Alliance.
  - c. The consultant will report directly to the Coordinating Organization.
2. Support the annual strategic planning process by providing clear communications counsel and guidance.
3. Provide strategic communication support to make the work of the Alliance visible through media and other relevant channels.

## Background

For the past three years, the Alliance- with support from the Ford Foundation - has partnered with Spitfire Strategies, a US-based strategic communication firm to develop collective communication capacity, and

engage in strategic planning and collection. Through this process, the alliance established the groundwork and governance structure of a formal alliance and is now producing the first action plan to guide the Alliance's work through 2020. The Alliance is seeking an individual or firm to fulfil a similar role as it embarks on its first full year of formal collective action.

Applicants should be based in-continent and demonstrate the following competencies:

## Guidelines and Competencies

Applications are welcome from individual consultants or consulting firms. Applications from coalitions between NGOs and research institutes are also welcome, except from those organizations making this call. Preference will be given to applicants based in Sub-Saharan Africa.

### Guidelines for applying

The application should be written in English, be a maximum of five pages long, and should include the following information:

- Your experience working with coalitions, and how you've approached that work.
- Your approach and experience with strategic communication planning, media relations and social media campaigns geared at increasing public awareness around issues, and targeting decisionmakers.
- Budget breakdown with bios of your team members who will work on this account and their roles.
- Three references.
- Preferred payment structure.

### Key competencies and additional information

Applications should demonstrate the following competencies in their application:

- Individual or organization profile; including the CV of the principal consultant
- Demonstrated knowledge of the regional media (new and traditional) and advocacy landscape in sub-Saharan Africa.
- Experience working with an alliance of aligned organizations, managing deadlines, providing support in both the generation and editing of documents for engaging audiences that range from local media to the African Union.
- Relevant educational or professional experience in communication, public relations or a related field.
- Familiarity with current issues in internet governance, ICT policy and or human rights at both the national and regional levels.
- Two references who can speak to your work and previous experience.
- English is the primary language of this assignment. Fluency in other languages of general use in the region is preferred. French or Portuguese would be an advantage.

### Duration

- This consultancy will operate initially for one year with the opportunity for renewal.

## Application Timeline

Process	Timing
Publication of calls for proposals	November 6, 2019
Application submission deadline	November 22, 2019
Notification of shortlisted applicants	December 6, 2019
Official announcement of results	December 20, 2019
Conclusion of consultancy	December 2020

Applications should be submitted via email to Alberto Cerda at Ford Foundation  
[a.cerda@fordfoundation.org](mailto:a.cerda@fordfoundation.org)

Shortlisted applications will be contact with more detailed information regarding requests for additional information in advance of the final determination.