



Regional Education Learning Initiative Africa (RELI Africa)
Terms Of Reference for Developing a Communications Strategy and Country Chapter
Communications Plans

Position: Consultant

Date of Issue: January 15, 2025

Tentative Start Date: February 14, 2025

Duration: 20 days

Location: Nairobi, Kenya

1.0 About RELI Africa

Founded in 2017, the Regional Education Learning Initiative Africa (RELI Africa) is a peer-learning network of over sixty Civil Society Organizations across East Africa. Our mission is enhancing educational learning outcomes by ensuring equitable and quality education for all children, focusing on evidence-based practices drawn from our collaborative experiences. As the largest civil society education network in East Africa, RELI Africa operates as a policy-influencing network, a peer-led community of practice, and an organizational strengthening initiative, focused on advocating for quality education for the most vulnerable children.

2.0 Communications Context

In alignment with our new strategic plan (2024–2026), RELI Africa aims to foster equitable, quality education across Africa. We seek to enhance our collective voice and empower our members to drive transformative changes in educational policies and practices. To support these goals, we require a comprehensive communications strategy and country-specific plans that effectively articulate our mission and amplify our impact and visibility.

3.0 Objectives of the Communications Strategy

The main objective of the consultancy is to develop a robust, multi-channel communications strategy for RELI Africa that will enhance the visibility of the network, strengthen stakeholder engagement, and promote RELI Africa’s research, initiatives, and impact in the education sector. The strategy will ensure consistent, effective messaging across all media platforms and build RELI Africa’s profile as a leading network of members that advance access to quality education in the region for children furthest behind. The primary objective of the consultancy is to develop a multi-channel communications strategy that will:

1. **Increase Visibility and Recognition of RELI Africa** by enhancing awareness of RELI Africa’s mission, vision, and impact, to establish the organization as a leading network of members that advance access to equitable, quality education across Africa for children furthest behind.



2. **Strengthen the Collective Voice of RELI Members** through the promotion of member-led initiatives and success stories to showcase the collaborative power and diverse expertise within RELI, building a united front for educational reform.
3. **Inform Educational Policy and Practice** by utilising targeted communications to reach policy-makers and educational stakeholders, driving engagement and action toward transformative changes in education across Africa.
4. **Engage Key Audiences and Stakeholders** to foster meaningful connections with educators, community leaders, and strategic partners through tailored messaging that resonates with their roles in the educational landscape.
5. **Support Country-Specific Initiatives** through development of customized communications plans and tools that reflect the unique needs, challenges, and priorities of each country where RELI operates, empowering members and amplifying local impact.
6. **Enhance Digital Presence and Accessibility** by Strengthening access to RELI Africa’s online platforms, including website and social media, for impactful and engaging content that reaches a broader audience across diverse regions.
7. **Monitor, Evaluate, and Adapt Communication Efforts** through the Implementation of mechanisms for regular assessment of communication effectiveness, adapting strategies as needed to ensure alignment with organizational goals and stakeholder needs.

4.0 Scope of Work

The consultant will be responsible for the following tasks:

4.1 Assessment of Current Communications Efforts

- Conduct a thorough review of RELI Africa's current communication tools, channels, and materials and human resource capacities
- Identify gaps and opportunities to enhance outreach and engagement.
- Assess the effectiveness of the current messaging and branding.

4.2 Stakeholder Analysis

- Conduct a stakeholder mapping exercise to identify key audiences, including but not limited to policymakers, educators, donors, civil society organizations, media, and the general public that RELI needs to engage to achieve its mandate.
- Analyse the communication preferences and channels for different stakeholder groups.
- Identify any new communication opportunities that would enhance RELI Africa’s communication effectiveness



4.3 Strategy and Country Plans Development

- Develop a comprehensive communications regional strategy and country plans for RELI Africa that include objectives, key messages, target audiences, and communication channels (both online and offline).
- Design a multi-channel approach to raise awareness of RELI Africa's work, including digital platforms (social media, website), traditional media, and community outreach.
- Propose strategies for promoting RELI Africa's research findings, advocacy work, and network events.
- Include a crisis communication plan and guidelines for managing reputational risks.

4.4 Branding and Messaging

- Develop clear and consistent messaging that aligns with RELI Africa's mission and values.
- Provide recommendations on enhancing the RELI Africa brand to improve visibility and recognition across the region.
- Develop simple but effective messaging templates and tools to ensure consistency in all communication outputs (e.g., press releases, newsletters, event output reports).

4.5 Capacity Building

- Propose and design a communications capacity-building workshop for RELI Africa's members and staff, focusing on essential communication skills like media engagement, storytelling, public speaking for senior managers and network members and digital content creation.
- Develop a knowledge-sharing plan to ensure members and partners can utilize communication tools effectively.

4.6 Monitoring and Evaluation (M&E)

- Propose a framework for monitoring the effectiveness of the communications strategy.
- Identify key performance indicators (KPIs) to track progress, including engagement metrics, media coverage, and stakeholder feedback.
- Provide a schedule for regular reviews and updates to the strategy based on performance data.

5.0 Methodology

5.1 Situation Analysis and Needs Assessment

- Conduct a SWOT analysis to evaluate RELI Africa's current communications landscape.





- Review existing communication materials, platforms, and feedback from internal stakeholders.
- Assess current audience engagement, reach, and effectiveness.

5.2 Stakeholder Engagement

- Organize workshops with RELI Africa members, partners, and key stakeholders to gather input on communication needs.
- Conduct interviews or surveys to identify gaps and opportunities in internal and external communications.

5.3 Audience and Channel Mapping

- Identify primary, secondary, and tertiary target audiences (e.g., educators, policymakers, NGOs).
- Map out existing and potential communication channels (social media, newsletters, events) and assess their relevance and effectiveness.

5.4 Message Development

- Collaborate with teams to craft clear, impactful messages that align with RELI Africa's vision and mission.
- Recommendation on how we can tailor messaging to resonate with different audience segments, ensuring accessibility and cultural sensitivity.

5.5 Communications Strategy Development

- Set clear objectives for the communications strategy (e.g., increasing brand awareness, member engagement, influencing policy).
- Develop a content calendar to streamline consistent output across channels.

5.6. Implementation Framework

- Establish roles and responsibilities for the communications team and any external partners.
- Plan timelines, milestones, and workflows for content creation, distribution, and evaluation.

5.7. Monitoring and Evaluation

- Define key performance indicators (KPIs) such as engagement rates, website traffic, and media coverage.

- Implement regular reporting mechanisms to track the strategy's success and make data-driven adjustments.

6.0 Deliverables

The consultant will provide the following deliverables:

1. **Inception Report** – A detailed work plan outlining the approach, methodology, and timelines.





2. **Communications Audit Report** – A review of RELI Africa’s current communications efforts, including recommendations for improvement.
3. **Stakeholder Mapping** – A report detailing key stakeholders and preferred as well as effective communication channels.
4. **Comprehensive Communications Strategy** – A detailed strategy document including objectives, messaging, target audiences, communication channels, branding guidelines, and an M&E framework.
5. **Country Chapter Communications Plans:** That are targeted and unique to country chapter dynamics.
6. **Communication Tools and Templates** – Templates for press releases, newsletters, reports, and social media content.
7. **Capacity Building Plan** – A proposed workshop or training session for RELI Africa’s staff and members, with relevant materials.
8. **Final Report** – A summary of the consultancy, key insights, and recommendations for future communications efforts.

8.0 Supervision and Implementation Arrangements

The Consultant shall work closely with the RELI Africa Ag. CEO and the Senior Officer, Communications to coordinate the whole exercise and report on the progress.

9.0 Expected Duration of the Assignment

The task is expected to be completed within 60 days from the signing of the contract and the inception meeting. Therefore, the consultant must prepare and submit the entire plan to ensure the achievement of all deliverables within the timeframe.

10.0 Schedule of Payments

The consultant will be paid an agreed-on amount, and this will be paid in 3 installments.

Payment Amount (USD)	Deliverable
25%	Upon signing the contract and submission of the inception report by the consultant
25%	Upon submission of the draft communication Strategy and Country Chapter communications plans.
50%	Upon submission of the final communications strategy and country chapter communication’s plans and approval.





11.0. Qualifications and Experience

The ideal consultant will possess the following qualifications:

- At least 10 years of experience in communications, public relations, or media management.
- Proven experience in developing and implementing communications strategies for non-profit or educational organizations.
- Strong understanding of the East African education sector and advocacy.
- Experience in stakeholder engagement and capacity building, particularly with networks and partnerships.
- Demonstrated ability to produce high-quality content across various channels (digital, print, traditional media).
- Excellent writing, editing, and interpersonal communication skills.
- Familiarity with monitoring and evaluating communications impact.

12.0 Application Criteria and Timeline:

The consultant is expected to present a brief but concise Technical and Financial proposal detailing;

1. The understanding of the consultancy objectives and tasks.
2. Suggested process of carrying out the assignment.
3. Anticipated cost of the consultancy inclusive of applicable taxes

Any other information to support the proposal. The following information should be submitted together with the proposal:

- Consultant's profile including CV or CVs of key persons proposed for the assignment.
- List of past and present clients for which the consultant has already conducted similar assignments.
- Recommendation letters from past clients will be an added advantage.
- Links to three samples of previously developed communications strategies related to scope of the assignment.

Submissions should be sent to careers@reliafrica.org cc philip.makori@reliafrica.org not later than January 31st, 2025, with the subject line "**Development of RELI Africa Communications Strategy.**"

- NOTICE—All applicants must apply online and submit an application through our official process.





- RELI Africa does not send unsolicited job offers. Any form of canvassing will lead to automatic disqualification.
- Only successful applicants will be contacted.
- Indicate application deadline.



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