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AFRICA BIODIVERSITY COLLABORATIVE GROUP

Call for Proposals For

Provision of documentation services of ABCG's activities and production of Strategic media content for Publishing in National, Regional and international outlets.

Issued Date : February 20, 2022

Responses Due date: March 10, 2023, 5pm EAT

Vendors may email questions and responses to the following contact:

procurement@awf.org copying ENamvua@awf.org

African Wildlife Foundation (AWF)

AWF Conservation Centre Ngong Road, Karen

P.O Box 310 00502 Karen-Nairobi



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AFRICA BIODIVERSITY COLLABORATIVE GROUP

1. Overview

The Africa Biodiversity Collaborative Group (ABCG) is a coalition of seven international conservation NGOs with extensive field programming in sub-Saharan Africa; African Wildlife Foundation (AWF), Conservation International (CI), the Jane Goodall Institute (JGI), The Nature Conservancy (TNC), Wildlife Conservation Society (WCS), World Resources Institute (WRI), and World Wildlife Fund (WWF). Together with their partners, these organizations tackle complex conservation challenges by catalyzing and strengthening collaboration on the continent.

ABCG via its host organization, the African Wildlife Foundation, seeks a Strategic Communications and Media Consultant to support the documentation of ABCG's activities and produce strategic media content for publishing in national, regional and international outlets.

The Strategic Communications and Media Consultant will develop an outreach and media strategy to engage and inform the media, NGOs, civil society and other actors. The consultant will proactively work with the ABCG secretariat and members, to create compelling content on ABCG biodiversity priority issues and other activities to raise and promote ABCG's visibility and impact, and advance awareness of biodiversity issues nationally, regionally and globally.

The components of this consultancy will include the following:

2. Primary activities

In consultation with the ABCG Communications and Engagement Specialist, the consultant will:

- Build an understanding of ABCG by reviewing ABCG key publications, website news articles, and interviewing ABCG colleagues .
- Build understanding of key biodiversity issues in Africa.
- Participate in ABCG's events and activities to support event coverage through videography, photography and other relevant approaches.
- Develop high quality communication and outreach content including, feature stories, Op-eds, policy briefs, press releases, among others.
- Increase visibility of key issues tackled by ABCG by organizing and facilitating media interviews.
- Develop social media campaigns on various issues and manage engagement.
- Foster synergy and collaboration with partner constituents across social media channels.



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3. Deliverables

The consultant will deliver the following:

- Monthly high-quality outreach and media stories published in national, regional and international media outlets.
- Regular media interviews for ABCG project leads.
- Event documentation that includes high quality photos and videos.
- Produce creative and engaging social media toolkit on various campaigns and outreach content.

4. Required Qualifications and Skills

- Bachelor's degree in relevant areas and 3+ years industry experience
- Demonstrated experience in designing and implementing media engagement efforts
- Experience engaging local, regional and international media
- Excellent writing skills with experience in developing exciting media pitches
- Experience in designing visually appealing communications materials
- Outstanding interpersonal skills to interact with people from multi-cultural backgrounds and tackle global projects
- Knowledge of current trends and practices in relevant conservation and development disciplines

5. Proposal Guidelines and Criteria for Vendor selection

Interested vendors should submit a proposal, no longer than ten pages, that includes:

- A detailed description of services offered that satisfy the scope of work;
- A cost breakdown of services available. Additional services not specified in the scope of work may also be included if deemed appropriate;
- At least three examples of services rendered to comparable non-profits, including a detailed description of the work offered; and
- Designated account point of contact.

AWF will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed scope of work. Given the Global nature of AWF's work, vendors with international databases will be given preference.

6. Submission process



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- Please submit proposals via email to procurement@awf.org with a copy to ENamvua@awf.org by 5.00 pm EAT on March 10, 2023. Early submissions are welcome and appreciated.
- AWF may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. AWF also reserves the right to consider bids for modification at any time before an award is made.
- AWF will not be liable for any costs associated with the preparation, transmittal or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award.

Consultancy Fee: Based on agreed milestones and deliverables