



Healthy Africa, Empowered People!



**CALL FOR EXPRESSION OF INTEREST.  
CONSULTANT – MARKETING OF GBViE POSTGRADUATE COURSE  
22 Days**

**Curriculum for the Post Graduate Diploma in Gender-Based Violence in Emergencies**

The University of Nairobi's Institute of Anthropology, Gender and African Studies, (UoN-IAGAS) with hiring support from Kenya-based NGO, I Choose Life Africa (ICL), seeks to recruit a home-based consultant to design marketing materials for soon-to-be launched online and distance learning materials for the Postgraduate Diploma Course on **Gender Based Violence in Emergencies (GBViE)**. The Consultant/Agency is expected to Develop and design both electronic and print marketing materials/messages for advertising the online and distance learning GBViE Postgraduate Diploma course over period of 22 days spread over five weeks.

### **1.0 BACKGROUND**

UoN - IAGAS in partnership with UNFPA and the GBV Area of Responsibility (AoR), intends to launch an innovative Post Graduate Diploma course focusing on Gender Based Violence in Emergencies (GBViE) in **September 2022**.

The Post-Graduate Diploma course in GBViE is designed for current practitioners in the field of GBV prevention and response and for those with a relevant background (e. g. Nursing, social work, law, etc.) who wish to transition into this type of humanitarian work. The course aims to increase the number of GBV Specialists working in humanitarian contexts and to ensure those that already work in the field have advanced knowledge of global standards. A fundamental aim of this course is to equip students with the conceptual, analytical, and practical skills needed to understand GBV issues in humanitarian contexts, while at the same time promoting global standards in research, policymaking, program design and implementation. The GBViE's Post Graduate Diploma course at the University of Nairobi will be implemented online using the University's distance learning platform.

### **2.0 OBJECTIVE OF THE CONSULTANCY**

ICL is seeking a consultant for a 20-day assignment to:

- Develop and design marketing materials and audio messages for advertising the online and distance learning GBViE Postgraduate Diploma course that is currently being developed by experts in collaboration with Professors at the University of Nairobi. Messages will be for Print media e.g. fliers or brochures, TV and Radio advertisements of 30 seconds duration, podcast, email campaign, social media and website content including photos and illustrations where appropriate.
- Develop a prospectus on the GBViE Postgraduate Course in line with the UoN – IAGAS house style and format.

### **3.0 PROPOSED MODULES**

- **Module 1: Feminist Principles and Approaches to GBViE -**
- **Module 2: Case Management -**
- **Module 3: Coordination of GBV Interventions in Emergencies -**
- **Module 4: GBViE Research Methodology**
- **Module 5: GBV Risk Mitigation in Emergencies**
- **Module 6: Gender Transformative Approaches to GBViE**
- **Module 7: Law and Human Rights in GBViE**
- **Module 8: Psychosocial Support and Empowerment**
- **Module 9: GBViE and Health Care**
- **Research Paper**

### **4.0 EXPECTATIONS**

The Consultant will have a minimum of 5 years' experience in developing and designing communication documents in English that meet global standards. The Consultant will be expected to work closely with the module writers and the University of Nairobi counterparts who will have developed course content that promotes active learning through the use of case studies and interactive lectures among other innovative techniques.

### **5.0 DELIVERABLES**

- To develop and design materials for electronic and print marketing of the GBViE Postgraduate Diploma course at the University of Nairobi such as 2 brochures, 2 audio messages for radio adverts and TV, messages for media info graphics and banners, website banners, 1 website articles, one e-mail campaign design and write-up,
- To submit the first draft of edited/formatted illustrated marketing materials including photos, other visuals and audio messages to the Consultative Working Group (a group composed of UoN, ICL UNFPA and GBV AoR members) for review within four weeks of developing the draft materials from the expert consultant/agency.
- To submit the final edited marketing materials including audio messages (after incorporating necessary changes/edits) for each module to ICL and UoN

### **6.0 QUALIFICATIONS**

- University degree in communication studies, journalism, marketing, social sciences or a related arts and humanities field.
- Additional training in proofreading and editorial writing an asset.
- Fluency in written and spoken English
- Minimum of 5 years of proven experience in developing marketing and branding materials, and other communication materials in English. Experience working in an academic setting is an advantage.
- Good interpersonal skills, including initiative, flexibility and patience.
- Organizational and coordination skills
- Excellent knowledge of and practical background in graphic design, including the use of design software such as Adobe Design Premium, In-Design, CorelDraw, Final Cut HD, web design tools such as Dreamweaver and Flash, etc.

**Location:** Home based

**7.0 TIME FRAME AND DAYS REQUIRED: The timeframe might change slightly pending the submission of content from the expert content writers**

23 <sup>rd</sup> to 26 <sup>th</sup> Aug	<ul style="list-style-type: none"><li>● Consultants/Agency to attend a briefing session facilitated by the University's IAGAS and ICL</li><li>● Agree on marketing material contents</li></ul>	3 working days (24 hours) spread out over this timeframe
30 <sup>th</sup> Aug – 10 <sup>th</sup> Sep	<ul style="list-style-type: none"><li>● Consultant designs and develop different marketing messages and materials</li><li>● First round of review by UoN and Consultative Working Group (CWG)</li></ul>	12 working days (96hours) spread out over this timeframe
13 <sup>th</sup> Sep – 22 <sup>nd</sup> Sep	<ul style="list-style-type: none"><li>● Consultant will incorporate feedback from UoN and Consultative Working Group</li><li>● Submit FINAL edited Marketing drafts to ICL and UoN</li></ul>	7 working days (56 hours) spread out over this timeframe

**NB:** The Lead Marketing Consultant is expected to attend virtual consultative meetings from August to September 2021 to ensure that the content of the developed brochures/pamphlets, messages and prospectus relay the expected messages on advertising the GBViE postgraduate online diploma course.

The Marketing Consultant will also be expected to work in an interactive process with the ICL, and the Institute of Anthropology, Gender and African Studies – University of Nairobi, and GBV AoR (East Africa Region) working group to ensure the overall articulation, coherency and synergy of the purpose of the GBViE postgraduate online diploma course.

**8.0 NOTICE ABOUT COPYRIGHT**

Except as is otherwise expressly provided in writing in these Terms of Reference, the University of Nairobi – IAGAS shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the University of Nairobi under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract. The Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the University of Nairobi.

To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the University of Nairobi does not and shall not claim any ownership interest thereto, and the Contractor grants to the University of Nairobi a perpetual license to use such intellectual property or other proprietary right solely for the purpose of and in accordance with the requirement of the Contract. 4 At the request of the University of Nairobi, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such

proprietary rights and transferring or licensing them to the University of Nairobi in compliance with the requirements of the applicable law and of the Contract.

#### **9.0 DURATION AND RATE**

- 22 days
- Daily consultancy rate will be shared with shortlisted Consultant/agency.

The successful vendor shall sign and date the contract, return it to the specified focal point within three days of receipt of the contract, and commence activities.

#### **10.0 EXPRESSION OF INTEREST**

Individuals interested in tendering for the development of marketing materials for GBViE postgraduate diploma course materials consultancy should submit with the following information:

9.1 Curriculum Vitae or profile of individual/agency seeking to bid with contact details of 2 referees

9.2 Cover letter for expression of interest to develop marketing materials for the GBViE postgraduate diploma course modules

9.3 Proposed detailed financial budget

9.4 A copy of KRA pin number and Tax certificate of compliance (For those based in Kenyan).

9.5 Consultant/Agencies who are shortlisted will be asked to provide examples of completed work.

#### **11.0 SUBMISSION INSTRUCTIONS**

The Expression of Interest - Proposal should be submitted on or before **12<sup>th</sup> August 2021** to: Email: [sbiwott@ichooselife.or.ke](mailto:sbiwott@ichooselife.or.ke) and cc [hr@ichooselife.or.ke](mailto:hr@ichooselife.or.ke).