



TERMS OF REFERENCE (TOR) FOR RECRUITMENT OF A FIRM/CONSULTANT FOR THE DEVELOPMENT OF A COMMUNICATION AND VISIBILITY POLICY

1. Background

The Rwanda Civil Society Platform (RCSP) is a national umbrella organization that coordinates and represents 14 civil society organizations (CSOs) across Rwanda. Since its inception in 2004, RCSP has played a pivotal role in ensuring that the voices of civil society are heard within Governmental and Regional structures. RCSP's mission is to act as a framework of coordination, knowledge exchange, promoting synergy among its members and strengthening their capacity to be impactful at the national, regional, and international levels.

Effective communication plays a pivotal role in fulfilling RCSP's mission, ensuring that its work and that of its members are visible, transparent, and well-understood by stakeholders, including the general public, government, donors, and the international community.

To this end, **RCSP is seeking the services of a qualified consultant/firm to develop a comprehensive Communications and Visibility Policy.** This policy should guide how RCSP and its members communicate externally, ensuring the ethical and dignified use of imagery, stories, and data in all communication efforts, while also adhering to national standards for information and data protection.

2. Objectives

The primary objective of this consultancy is to develop a Communications and Visibility Policy that will enhance RCSP's external communications, ensuring that they are consistent, ethical, and aligned with its mission and values. The policy should refer to existing documentation of the kind and should include guidelines on the dignified use of imagery, responsible storytelling, and safeguarding sensitive information, including compliance with data protection laws.

Specific objectives of the consultancy include:

- a) Develop a comprehensive policy for ethical communications, focusing on the respectful use of images and stories.
- b) Establish clear guidelines on safeguarding information and ensuring data protection in line with national standards.
- c) Provide practical strategies for promoting RCSP's work and that of its members through multiple communication channels.
- d) Create protocols for engaging with media and other external stakeholders.



5. Deliverables

The firm/consultant is expected to provide the following deliverables:

- a) **Inception report:** A detailed report outlining the consultant/firm's understanding of the assignment, proposed methodology, and a work plan. This should be submitted within the first week of the contract.
- b) **Draft Communications and Visibility Policy:** A comprehensive draft policy that includes ethical communication guidelines, data protection measures, and a visibility strategy.
- c) **Final Communications and Visibility Policy:** A finalized and actionable policy that incorporates feedback from key stakeholders, including a phased implementation plan.
- d) **Executive Summary:** A concise summary of the policy, suitable for presentation to decision-makers and stakeholders..

6. Timeline

The assignment is expected to be completed within 20 days from the commencement date. A detailed timeline will be part of the application.

7. Profile and Competencies Required

The ideal firm/consultant should have the following qualifications:

- a) A **Master's or Bachelors' degree** or higher in Journalism, Communications, Public Relations, or a related field.
- b) Proven experience in developing **communications strategies/policies**, particularly for Civil Society Organizations.
- c) Strong **knowledge of ethical communication practices** including the dignified use of imagery and data protection protocols.
- d) **Demonstrated expertise** in media relations, stakeholder engagement, and digital communications.
- e) Excellent **analytical, research, and communication skills** particularly in ethical communications, and policy development.

8. Financial Offer.

The financial offer should be inclusive of all taxes. Applicants are required to submit a detailed budget breakdown, including daily rates, estimated number of working days.

9. Reporting

The firm/consultant will report directly to the RCSP Executive Secretary throughout the duration of the assignment.



RWANDA CIVIL SOCIETY PLATFORM - RCSP

10. Proposal Submission

Interested firm/consultant should submit their proposals via email to info@rcsprwanda.org by October 28, 2024, before 5:00 P.M. The submission should include:

- a) A cover letter.
- b) A curriculum vitae (CV).
- c) Samples of previous relevant work.
- d) A detailed financial proposal (inclusive of taxes) provided separately from the technical proposal.
- e) Submission Format:
 - All documents should be submitted in English.
 - Proposals should be submitted electronically in PDF format, with the technical and financial proposals in separate files.
 - The email subject line should read: Proposal – Communication and visibility policy for RCSP.

RCSP reserves the right to reject any or all proposals received and only shortlisted applicants will be contacted.