

## **Terms of Reference (ToR)**

### **Development of Advocacy / Communication Strategies**

#### **Overview**

Hope Revival Organization (HRO) is a humanitarian, advocacy, and non-profit organization dedicated to working with communities experiencing difficulty coping. HRO's main priorities include improving access to mental health services and psychosocial support for populations affected by conflict and crisis, involving women, youth, and people with disabilities in various activities, and creating safe environments through community care. To strengthen our advocacy efforts, we aim to develop a comprehensive advocacy strategy that aligns with our organizational goals and enhances our capacity to influence key stakeholders effectively.

#### **Objective**

The purpose of this assignment is to contract an experienced Advocacy and Communication Advisor to develop a comprehensive advocacy/communication strategy. This strategy will include key messages, target audiences, advocacy tactics and communities/stakeholders' engagement aimed at addressing critical humanitarian issues affecting vulnerable populations, including older people. Additionally, the advisor will build the capacity of relevant staff through training on advocacy techniques and tools.

#### **Scope of Work**

The Advocacy Advisor will develop a Comprehensive Advocacy Strategy:

1. Identify key messages tailored to the needs of vulnerable populations, including older people, in humanitarian settings.
2. Define target audiences, including policymakers, donors, and other stakeholders.
3. Outline effective advocacy tactics and measurable objectives.
4. Outline communication strategy aims to improve engagement,
5. Work closely with the relevant staff to ensure the strategy aligns with HRO's goals.
6. Incorporate feedback from internal stakeholders to refine the strategy.
7. Organize a review session to evaluate and approve the developed advocacy strategy.

8. Deliver an induction session for relevant staff members to familiarize them with the advocacy strategy.
9. Provide training on advocacy techniques and tools to enhance staff capacity.

### **Deliverables**

1. A finalized Advocacy Strategy Document
2. A finalized communication Strategy Document
3. Presentation materials for the review session with senior management
4. Training materials for the staff induction session on advocacy techniques
5. A final report summarizing the process, outcomes, and recommendations

### **Duration**

The assignment is expected to take approximately 8-10 weeks from the start date.

### **Qualifications**

The ideal consultant should possess:

- Proven experience in developing advocacy strategies within the humanitarian sector
- Strong understanding of issues affecting vulnerable populations, including older people, in humanitarian contexts
- Excellent communication, facilitation, and training skills
- Demonstrated ability to work collaboratively with diverse teams

### **Contract Mechanism & Terms of Payment**

HRO will issue a consultancy agreement outlining deliverables, timelines, and payment terms. Payments will be made one instalment after submitting the deliverables.

### **Application Process**

Interested candidates are invited to submit:

1. A brief proposal outlining their approach to developing a fundraising strategy
2. CV highlighting relevant experience in fundraising within the humanitarian sector
3. Sample(s) of previous work (e.g., a fundraising strategy or successful proposal)
4. A financial proposal detailing consultancy fees