

Terms of Reference (ToR)
Development of Advocacy & Communication Strategies

1. Background and Context

Hope Revival Organisation (HRO) is a humanitarian, advocacy, and non-profit organisation committed to supporting vulnerable communities affected by conflict and crises. Its core priorities include improving access to mental health and psychosocial support, fostering community safety, and advocating for the rights of marginalised groups, including older persons, women, youth, and persons with disabilities.

To enhance its influence and visibility, HRO seeks to develop a comprehensive Advocacy and Communication Strategy that effectively promotes its mission, influences policy, and mobilises resources. This strategy will strengthen internal capacities, improve stakeholder engagement, and ensure that advocacy efforts are targeted, measurable, and sustainable.

2. Objectives of the Assignment

The primary objectives are to:

- Develop an integrated Advocacy & Communication Strategy aligned with HRO's organisational goals.
- Define key messages, target audiences, and advocacy tactics.
- Outline stakeholder engagement and community participation mechanisms.
- Build the capacity of relevant staff through training on advocacy tools and communication techniques.
- Create supporting materials, including an advocacy/action plan, messaging frameworks, and training modules.

3. Scope of Work

The Consultant shall undertake the following activities:

A. Situational and Stakeholder Analysis:

- Conduct a review of the current advocacy environment, including policy context, stakeholder mapping, and community needs.
- Identify key issues affecting vulnerable populations, especially older persons, in humanitarian settings.

- Map relevant actors, including government agencies, donors, partners, media, and community groups.

B. Strategy Development:

- Develop a comprehensive Advocacy Strategy document that includes:
 - Clear, measurable advocacy objectives.
 - Key messages tailored to different audiences (policymakers, donors, communities).
 - Advocacy tactics and channels (policy dialogues, media campaigns, community engagement).
 - Stakeholder engagement and partnership approaches.
 - Advocacy calendar and action plan.
 - Monitoring and evaluation (M&E) framework to assess progress and impact.
- Develop a Communication Strategy that complements the advocacy efforts, focusing on:
 - Internal and external communication channels.
 - Media engagement and social media planning.
 - Content development (stories, success cases, infographics).
 - Audience segmentation and tailored messaging.

C. Capacity Building:

- Design and deliver a training workshop for relevant staff on:
 - Advocacy techniques and influence strategies.
 - Media engagement and storytelling.
 - Use of advocacy tools such as power mapping and PESTLE analysis.
 - Effective communication and community participation.
- Prepare training materials, manuals, and toolkits for ongoing use.

D. Materials and Tools Development:

- Draft key messages, advocacy action plans, and stakeholder engagement guidelines.
- Develop advocacy and communication templates (briefs, press releases, social media posts).
- Provide a stakeholder engagement and community participation plan.

E. Review and Validation:

- Organise a review session with senior management for feedback and validation.
- Incorporate internal stakeholder feedback to refine the strategies.

4. Deliverables

The Consultant shall produce the following:

1. **Inception Report** – outlining approach, methodology, and work plan.
2. **Draft Advocacy & Communication Strategies** – including key messages, stakeholder maps, tactics, and M&E frameworks.
3. **Final Advocacy & Communication Strategies** – incorporating feedback from the review session.
4. **Training Materials and Manuals** – for staff capacity building.
5. **Advocacy & Communication Toolkits** – templates, briefs, and engagement guidelines.
6. **Training Workshop Report** – including attendance, feedback, and recommendations for follow-up.
7. **Final Report** – summarising the process, outputs, lessons learned, and recommendations.

5. Timeline

The assignment shall be completed within **8 weeks** from the date of contract signing, with key milestones as follows:

- Week 1: Inception report submission.
- Week 4: Draft strategies and tools.
- Week 5: Final strategies, training materials, and toolkits.
- Week 6: Final submission and presentation.

6. Qualifications and Experience

The ideal candidate should demonstrate:

- Proven experience in developing advocacy and communication strategies within humanitarian or development sectors.
- Strong understanding of issues affecting vulnerable populations, including older persons, in humanitarian contexts.
- Demonstrated ability to design and deliver capacity-building workshops.

- Excellent facilitation, communication, and report-writing skills.
- Familiarity with stakeholder engagement, community participation, and policy influencing.
- Knowledge of the humanitarian landscape in Syria and Turkey is an advantage.

7. Contract Mechanism & Terms of Payment

HRO will sign a consultancy agreement based on deliverables, timelines, and budget. 100% upon final delivery, validation, and submission of all outputs.

8. Application Process

Interested candidates should submit:

- A technical proposal outlining their approach, methodology, and work plan.
- A financial proposal with detailed consultancy fees.
- CVs highlighting relevant experience.
- Samples of previous advocacy and communication strategies or related work.
- Contact details for references.

Application deadline: 24 April 2025