



TERMS OF REFERENCE FOR COMMUNICATION POLICY

1.0 The Context

[SWIOTUNA](#) is a regional marine-related network registered in Kenya as an international public benefit organization with its membership consisting of Civil Society Organizations (CSOs), community fisheries collective action units such as Beach Management Units (BMUs) and Private Sector from the coastal nations and island states of Madagascar, Seychelles, Mauritius, Comoros, Mozambique, Tanzania and Kenya. In Kenya we work with Tuna Fisheries Alliance of Kenya (TuFAK), in Tanzania we work with Tuna Alliance of Tanzania (TUNA), in Mozambique we work with Forum for CSOs for Marine and Coastal Areas (FOSCAMC), in Madagascar we work with Coalition Nationale de Plaidoyer Environmental (CNPE)

The forum provides a capacity-building opportunity to the CSOs working on marine and fisheries-related issues to advocate for sustainable use, development, and management of marine fisheries in the South West Indian Ocean (SWIO) range states with a view to ensuring that the respective countries and local communities derive more socio-economic benefits from their fisheries resources.

SWIOTUNA is currently going through an organizational development process to address some of its structural challenges. One of the significant challenges the organization is facing is lack of organizational policies, procedures and guidelines. This includes the communication policy. To tackle this issue, the organization is planning to develop a communication policy which outlines guidelines and principles for effective communication within the organization.

2.0 Objective of the assignment

- The main objective of the assignment is to develop a communication policy which outlines guidelines and principles for effective communication within the organization.

2.0 Scope of work

The scope of the assignment involves

- Thorough review of existing communication practices, policies, and procedures within the organization.
- Analyzing communication challenges, gaps, and areas for improvement.
- Drafting the communication policy document based on findings of the review and analysis of the communication challenges, gaps and areas of improvement
- Clearly defining the purpose, principles, and objectives of the communication policy.

- Establishing guidelines for various modes of communication, including emails, meetings, social media and websites.
- Outlining protocols for internal and external communication, including media relations and social media usage.
- Incorporating provisions for confidentiality, data protection, and compliance with relevant regulations.

4.0 Deliverables

SWIOTUNA secretariat will provide the Consultant with all relevant documentation, contacts for stakeholders and relevant information to provide insight into the current organizational operations. The Consultant will be accountable for the following deliverables:

- An Inception Report: The inception report should be prepared by the Consultant before embarking on a fully-fledged review exercise. The inception report will detail the Consultant's understanding of what is being reviewed and why, as well as proposed methods, tools, sources of data and procedures intended to answer each review question. The inception report should also include a proposed schedule of tasks, activities, timeline, proposed budget to undertake the assignment, milestones, deliverables, and key issues.
- Validation meeting to present the draft communication policy
- Final communication policy based on feedback

5.0 Timing and Duration

The assignment should be completed within 1 month (end of May 2024) from the commencement date (Signing of the agreement), with weekly updates provided to the Regional Coordinator.

A detailed timeline is provided below;

- Inception meeting with the SWIOTUNA team to discuss the inception report submitted by the consultant and what is expected of him- 3 days after signing the contract
- Submission of the 1st draft revised documents- 2 weeks after the start of the assignment
- Meeting to discuss the above-revised documents- To be agreed by both parties
- Submission of final revised financial policies- The 4th week after the start of the assignment

6.0 Implementation Arrangements

The selected consultant will have overall responsibility in the implementation of the project. The SWIOTUNA Coordinator will facilitate the day-to-day administration and management of this assignment for effective guidance and leadership to ensure delivery of the results as outlined in this TOR.

8.0 Eligibility/Qualification of the Consultant

By way of these Terms of Reference, SWIOTUNA will engage a communication expert with the requisite skills and experience of similar processes.

The Consultant should possess the following minimum qualification

- Advanced university degree in Communication Studies, Journalism, Public Relations, Marketing, or a related discipline.
- The consultant must be able to demonstrate knowledge, ability and professional experience in communication roles including positions in public relations agencies, corporate communication departments, nonprofit organizations, government agencies, or media outlets.
- Demonstrate a track record of successful development of communication policies with a minimum of 5 years of professional experience
- Familiarity with digital communication tools and platforms, including social media, email marketing, content management systems, and analytics.
- Strong proficiency in crafting clear, concise, and engaging written content, as well as effective verbal communication skills for presentations, public speaking, and media interviews.
- Fluency in English language - Knowledge of French and or Portuguese is an advantage.

9.0 How to apply

Interested applicants are encouraged to send us their application via email at info@swiotuuna.org with the subject heading: **SWIOTUNA Communication policy by close of Business 25th May 2024.** The application package should include;

- Expression of interest indicating your understanding of the assignment and relevant skills and experiences with the Resource mobilization and fundraising strategy development, including the CVs of all engaged.
- Proposed methodology and related timeframe. In case you are applying as a team of consultants your methodological offer should also clarify how you will divide the work.
- Financial proposal comprising detailed quotation for the assignment, showing working days and expected fee
- Contact details of two references/previous clients that can comment on your ability to effectively and efficiently undertake the assignment