



## REQUEST FOR PROPOSALS

### Consultancy to develop a communications strategy for the Global Alliance for Vitamin A (GAVA)

#### 1. Background

GAVA is a technical advisory group and coalition of partners committed to supporting countries to scale up and improve their vitamin A supplementation (VAS) programs in settings where vitamin A deficiency (VAD) remains a public health problem, as a means to accelerate progress toward child survival and reduce the global impact of VAD. GAVA provides a forum for achieving consensus on research, policy and program approaches, translating evidence into action, sharing lessons learned, and coordinating policy and guidance—all focused on the role of VAS for preschool-aged children within the context of other VAD control and child survival programs.

GAVA was first established in 2006 and is comprised of a global network of stakeholders engaged in VAD and/or VAS. This informal secretariat is hosted and Chaired by Nutrition International, and the core partners that make up GAVA—Nutrition International, Helen Keller International and UNICEF—have been partners in vitamin A for over 15 years. They are frequently joined by a wide range of regular contributors and experts, such as WHO, the US CDC and many academic partners and vitamin A experts around the world making up a diverse membership.

#### 2. Objectives

GAVA has identified the need for a fit for purpose communications strategy tailored to the needs of a global technical advisory group. This strategy will help GAVA to better engage its stakeholders and partners while also promoting visibility of VAS in public discourse, disseminate and facilitate access to the most current information and resources, and foster a collaborative global effort to address VAD and improve child-survival.

This consultancy seeks to enhance GAVA’s communications to optimize global impact. Working closely with the GAVA core partners and the communications team at Nutrition International, the consultant will be responsible for developing a communications strategy. The communication strategy should be aligned with the goals in the current 5-year Strategic Plan in place for GAVA and optimized for adaptations to ensure that the strategy can be adjusted as needed, and communication efforts remain relevant.

#### 3. Scope of work

The scope of work for the consultant will include but not be limited to:

- a) Activity 1: Analysis
  - a. Consult GAVA leadership to understand communication needs and further define intended audiences and interest groups.
  - b. Review feedback from past stakeholder engagement on perceptions of GAVA overall.

- c. Review existing communications efforts and goals and determine capacity and resources available to carry out a communications plan.
- d. Prepare detailed work plan and timeline into Gantt chart.
- b) Activity 2: Develop communications strategy
  - a. Based on the information gathered through the landscape analysis, draft a communications strategy that will include:
    - Clear and measurable goals
    - Consistent key messages
    - List of target audiences that will be the focus for the communications strategy
    - Recommended customized communications activities for each target audience that will contribute to meeting the overall communications goals
    - Clear outline of roles and responsibilities regarding the creation, review, and dissemination of communications products
  - b. Share draft communications strategy for review and collect feedback from GAVA core partners.
  - c. Based on feedback from GAVA group, finalize communication strategy that includes an evaluation rubric for measuring effectiveness of the communications strategy, including key performance indicators (KPIs) to assess the success of communications methods and messages.
- c) Activity 3: Provide guidance to GAVA core partners on development of a communications plan based on finalized strategy.
  - a. Based on scope, resources, and goals as developed in the strategy, make recommendations to the core partners on activities to include in the communications plan for a one-year period that align with the overall goals in the strategy.

## 4. Candidate Profile

### Experience

- Solid strategic communications experience, preferably within the not-for-profit sector (knowledge of, and experience in, international development, considered an asset)
- Proven track record of working with not-for-profit clients to develop communications strategies and plans that have been successfully implemented

### Expertise

- Ability to work with minimal supervision;
- High-level written and oral communications skills;
- Must be a results-oriented team player that exhibits high levels of enthusiasm, tact, diplomacy and integrity;
- Demonstrated excellent interpersonal and professional skills interacting with donors, government and development partners;
- Skills related to development of communications strategies;
- Evidence of having undertaken similar assignments;
- Experience in research, policy development, management and programming-related work.

## 5. Duration of Work

This assignment is expected to be carried out for a period of approximately 15 working days, between the months of January and March 2025. This can be negotiated to a degree depending on the approved work plan.

## 6. Application process

Applications must include the following:

- Curriculum Vitae
- Examples of at least two communications strategies developed for projects on a similar scale.
- Proposal for implementing the assignment, including a Gantt chart
- Quotation for assignment, including but not limited to:
  - Key proposed activities; and
  - Number of days per activity and daily rate.

Deadline for application: January 31, 2025. Please send all documents by e-mail to [info@gava.org](mailto:info@gava.org), with copy to [mvenables@nutritionintl.org](mailto:mvenables@nutritionintl.org).