



TERMS OF REFERENCE TO DEVELOP TEN/MET COMMUNICATION AND ADVOCACY STRATEGY

1. Background

TEN/MET has recently launched implementation of its five-year strategic plan for 2017-2022. Highlighting the new strategic direction, TEN/MET wants to focus to a greater extent not on implementation at grassroots level, but on coordinating the network through planning process aimed at developing ownership and accountability from members operating in different levels.

TEN/MET's new strategic plan has five thematic areas to focus on for the next five years. These include: **Child Right, Girls' Education, Inclusive education, Early Childhood Development and Learning Environments**. In this regard, TEN/MET wants to develop its advocacy strategy for its five-year strategic plan. This will include annual advocacy plans with specific advocacy agenda as per TEN/MET thematic areas. Therefore, TEN/MET is looking for a consultant who will guide the process with members to develop above mention advocacy assignment.

2. Overall Objective of the Consultancy

The consultant shall be required to develop a five years' communication and advocacy strategy that will guide advocacy work of the coalition during implementation of the five-year strategic plan.

3. Specific Tasks

3.1 Capacity Building to members on how to develop communication and advocacy strategy covering:

- Identifying and analyzing the key advocacy issues

- Setting up Objectives
- Identifying targets
- Defining key message(s)
- Assessing resources (Looking for the possibility of raising more fund for the sustenance of advocacy activities)
- Choosing advocacy approaches and activities
- Identifying allies (those who can support us/work with us at all levels)
- Drawing up the advocacy action plan (Annual plans)
- Planning for M&E

3.2 Develop Five year Communication and advocacy plan and Annual Operations plans

- Consolidate a communication and advocacy strategy document incorporating above contents
- Develop One-year communication and advocacy operation plan
- Produce final Communication and Advocacy strategy for five years 2018/2019 to 2021/2022

4. Requirements

The consultant is expected:

- Technical Expertise in research, policy brief and advocacy content development
- To demonstrate a good understanding of educational issues
- Have experience in developing communication and advocacy strategies and annual advocacy plans
- Possess excellent writing skills

If you believe that you have the right skills, send your brief proposal to consultancy@tenmet.org and copy to eatlawe@tenmet.org and david.sizya@tenmet.org before 17th September 2018.

Proposal contain the following will be accepted:

- I. Consultant profile
- II. Technical proposal demonstrating understanding of the assignment and experience of preparing communication and advocacy strategy
- III. A financial proposal (in TZS) and breakdown of days per each specific tasks indicated above