



**Terms of
Reference for:**

**Consultancy – Revision and Analysis of the
Share-Net International Communication
Strategy**



INTRODUCTION

Royal Tropical Institute (KIT) with support from the Dutch Ministry of Foreign Affairs (MoFA) initiated the network which proved over the years to fulfil a specific need and niche for different SRHR stakeholders working in international development in the Netherlands to increase the knowledge base and collaboration to inform and enhance their work.

Between 2001 and 2013, the focus of Share-Net has been on knowledge sharing, policy dialogue and networking. When in 2013 KIT won the tender and Share-Net transformed into the international knowledge platform on SRHR as part of five knowledge platforms initiated by the MoFA, additional objectives of translating and generating new knowledge were added. Since then, universities and knowledge institutes also became stronger partners in the network and national knowledge networks in three other countries were included in addition to the Netherlands: Bangladesh, Burundi, Jordan, referred to as 'country hubs'. These national networks serve as conduits for situation assessments, defining research priorities, facilitating research participation by country institutions and hosting the local knowledge base/platform. They also stimulate the participation of key international partners and regional and national actors in SRHR, based in their countries.

Share-Net International combines the expertise and strengths of Dutch organisations, Southern partners and key international actors working in the area of Sexual and Reproductive Health and Rights to achieve the SRHR and HIV related SDGs. In addition, the Platform encompasses national knowledge networks in four countries: Bangladesh, Burundi, Jordan and the Netherlands. These networks serve as conduits for situation assessments, defining research priorities, facilitating research participation by country institutions and hosting the local knowledge base/platform. They also stimulate the participation of key international partners and regional and national actors in SRHR, based in their countries. Share-Net International intends to scale up the present four country hubs with up to four additional hubs, this could include a digital hub and also the establishment of regional hubs will be an option. The process of identifying and selecting new hubs is a delicate process and will be done in dialogue with members, partners and the ministry and embassies.

Both internal and external communication are crucial to a knowledge platform and knowledge sharing is one of the knowledge pathways on which Share-Net focuses. In light of a new 5-year agreement with the Dutch Ministry of Foreign Affairs, Share-Net International is currently planning its 2020 annual work plan, and there is an opportunity to assess the current communication and social media activities and make recommendations for the future.

OBJECTIVES

The overall objective is to review and revise Share-Net International's media strategy, including all SNI hubs. The specific questions to be answered are:

1. To what extent are Share-Net International's communication/social media activities implemented as planned, and effective? What if any are the lessons learned?
2. What are the communication and information needs/expectations of Share-Net International and its hubs members?

3. What are appropriate communication and information channels to address these needs (also based on the good practice of other knowledge platforms)?

PROCESS AND DELIVERABLES

Share-Net International would like to recruit a communication consultant to undertake this review. This person will guide the local consultants in Bangladesh, Jordan and Burundi. Local consultants in the hubs will collect data about the local context which will be shared with the consultant to inform the overall communication strategy of Share-Net International, and the consultant will take care of the data collection for Share-Net Netherlands. The hired consultant is expected to:

1. **Deliverable 1:** Undertake a review of good practices on knowledge platform communication strategies.
2. **Deliverable 2:** Develop a plan of action which highlight the strategies that will be used during the assignment. This action plan includes guidelines for the local consultants.
3. **Deliverable 3:** Undertake rapid needs assessment with the Share-Net International hub in the Netherlands (Share-Net Netherlands), its members and secretariat staff (survey and online interviews).
4. **Deliverable 4:** Develop an overall Communication Strategy for Share-Net international incorporating the Netherlands and with input from the local consultants in Jordan, Bangladesh and Burundi, and a plan to monitor and evaluate the implementation of the strategy. The document will include the following
 - Organizational objectives and specific communication objectives
 - Summary of needs assessment
 - Stakeholders and target audiences
 - Key messages
 - Communication channels
 - Plan of Action with tools/tactics/approaches
 - Any budget needed for implementation (if needed)
 - Measuring and Reporting
 - Recommendations for each of the hub's communication strategies.

The following timeline is foreseen for the deliverables:

Deliverable	Deadline
Deliverable 1: Review of good practices on knowledge platform communication strategies.	25 th June 2020
Deliverable 2: Plan of action	6 th July 2020
Deliverable 3: Rapid needs assessment with the Share-Net Netherlands and secretariat	23 rd July 2020
Deliverable 4: Development of a SNI Communication Strategy, including M&E	6 th August 2020

Technical standards of the report:

The deliverables should be in English, and should include an executive summary, conclusions and recommendations.

CONSULTANT PROFILE

What we are looking for:

1. Professional experience in developing, monitoring and evaluating communication strategies and social media, preferably in large networks.
2. Master level degree in communication science.
3. Experience with network organisations (structure, governance, role of members, role of secretariat).
4. Familiar with international development and/or Sexual and Reproductive Health and Rights and/or gender equality.
5. Affinity with Share-Net International's mission and vision.
6. Excellent communication skills.
7. Proficient in spoken/written English.

WHAT WE OFFER:

Remuneration of a max of 15 working days at 500 euros per day excl. VAT.

HOW TO APPLY:

To apply, please send your CV and proposal that includes proposed methodology and timeline to info@share-net.nl before the **28th May 2020**. If you have any questions, please email: Meike Stieglis, Share-Net Netherlands Coordinator and Interim Share-Net International Coordinator (m.stieglis@kit.nl) or Maria Codina, Share-Net International Country Coordinator, (m.codina@kit.nl)