

Strategic communications consultancy to develop a discourse analysis and campaigning toolkit to advance sexuality education in Romania

Consultancy Overview

The purpose of this action is to create a strategic communications toolkit for gender equality advocates in Romania. The toolkit will include

- 1) a media discourse analysis of the conversation around the provision of sexuality education
- 2) a summary of key findings from a recent poll assessing public attitudes to CSE (already conducted)
- 3) campaigning guidance and recommendations based on the audience research poll and discourse analysis.

About the Consultancy

This consultancy will be led by The International Planned Parenthood Federation (IPPF) in collaboration with its Romanian Member Association, the Societatea de Educatie Contraceptiva si Sexuala (SECS).

The International Planned Parenthood Federation (IPPF) is a global service provider and a leading advocate of sexual and reproductive health and rights for all. We are a worldwide movement of national organizations working with and for communities and individuals. IPPF EN is one of the International Planned Parenthood Federation's six regional networks and has 30 Member Associations across Europe and Central Asia working on sexual and reproductive health and rights (SRHR) through advocating, empowering actors of change and providing care.

SECS is a nongovernmental organization, established in 1990, that advocates for respecting free access to information, education and quality services related with sexual and reproductive health and promote the sexual and reproductive rights.

Background to this Consultancy

In the face of growing opposition to sexual and reproductive health and rights in Romania and in light of recent attempts to restrict the provision of sexuality education, the Societatea de Educatie Contraceptiva si Sexuala (SECS) has been working to understand what can be done to prevent a backsliding of human rights. In 2022, SECS will launch a campaign on the importance of relationship and sexuality education to ensure the health, safety and dignity of young Romanians. The campaign seeks to remind society what sexuality education is about: equipping young people with the skills needed to stay safe, be healthy, and have happy and fulfilling relationships. In order to reach as many people with this message as possible, SECS is seeking support from a strategic communications consultant who will support the development of this campaign.

Specification

Concretely, the consultant will:

- develop a roadmap of the project in coordination with SECS / IPPF EN
- conduct a media discourse analysis on current debates regarding the provision of sexuality education in schools to identify key areas to be addressed in the campaign
- conduct an analysis and summary of key insights from a representative poll on public attitudes towards CSE
- propose campaign messaging based on findings from the above analyses (and in consultation with SECS and partners) taking into consideration campaign goals, target audiences, etc.
- conduct message testing (the consultant can select their preferred method of testing with justification to the contractors)
- present their findings and proposed messaging to IPPF EN, SECS and partners
- develop a guidance note on campaign strategy (including recommendations for visual content, strategy for media and social media) All of the above should be packaged as one 'communications toolkit'
- prepare a sample press release and press conference invitation

Key relationships

The principal consultant will report to IPPF EN Project Manager, Eimear Sparks and SECS Advocacy Lead, Florin Buhuceanu.

Duration and key milestones

This consultancy will be managed by outcome starting as soon as possible.

Interested consultants should deliver their proposal by 9 March 2022 in either English or Romanian. All aspects of work related to the consultancy will be completed by 18 April 2022.

Outputs

- Short proposal outlining the consultant's methodology (two-pages)
- Communications toolkit delivered in Romanian, including
 - Media discourse analysis
 - Analysis of poll findings
 - Communications guidance note
- Slide deck with key findings and recommendations

Activities

- Remote meetings with SECS and IPPF EN staff
- Presentation

REQUESTED QUALIFICATIONS

Qualification and Skills:	A university degree in communication, public relations or related field or equivalent 6 years of relevant experience
	Excellent knowledge of the English and Romanian language, both written and spoken
	Excellent writing and communication skills
	Computer literacy for campaigning purposes
General Professional Experience	At least ten (10) years of general work experience
4.3. Specific Professional Experience	At least five (5) years of experience in the required field of expertise working in the field of non-discrimination and human rights

Bid procedure

Please email Eimear Sparks (esparks@ippf.org) and Florin Buhuceanu (florinbuhuceanu@yahoo.com) with your technical and financial proposal (1-2 pages) and indicate your rate per hour by 9 March 2022.

Please address the criteria below.

1. Previous experience developing discourse analyses
2. Previous experience in the area of strategic communications, especially the development of communications strategies and messaging to reach specific target audiences. Experience in the field of human rights is an asset.
3. Previous successful communication campaigns
4. Understanding of the political and institutional context in Romania.
5. Understanding of sexual and reproductive health and rights and CSE in particular, is an asset.
6. The CVs of the Team.

7. Budget

8. Technical proposal

Proposals will be evaluated on the quality of the technical proposal, the experience of the consultant/team and the soundness of the financial offer.