



Terms of Reference

Senior Communication Consultant

1. Background

The Network of African National Human Rights Institutions (NANHRI) is a regional umbrella organization that brings together 47 National Human Rights Institutions (NHRIs) across Africa. NANHRI supports and strengthens the capacity of these NHRIs to promote and protect human rights in line with the Paris Principles. NANHRI is headquartered in Nairobi, Kenya, with an additional Partnership and Liaison office in Addis Ababa, Ethiopia. The Addis Ababa office plays a critical role in coordinating engagements with the African Union Commission and other key stakeholders, facilitating NANHRI's regional and continental advocacy, and strengthening its partnerships and visibility across Africa.

As part of its Human Rights Defenders (HRD) project and a first activity of the Liaison Office, NANHRI is organizing a workshop to evaluate and enhance the performance of NHRIs in promoting and protecting human rights. This event, which will be held on 9th and 10th December 2024 in Addis Ababa, provides an opportunity to not only advance human rights goals but also raise the profile of NANHRI's Addis Ababa office and its partnerships. To maximize outreach, publicity, and engagement, a Senior Communication Consultant will be engaged to support the visibility and communication strategies for this key event and the Addis Ababa office going forward.

2. Purpose of the Consultancy

The consultancy aims to ensure the effective communication and visibility of the workshop, while also amplifying the role and activities of NANHRI's Addis Ababa office. The consultant will work with the NANHRI communications team to manage media outreach, social media coverage, and the development of content to highlight both the workshop and the office's strategic work in Ethiopia. This will include producing content and outreach materials that reflect the significance of NANHRI's partnerships and the broader human rights agenda in Africa.

3. Scope of Work

The Senior Communication Consultant will be responsible for the following tasks:



Funded by
the European Union

- **Communication Strategy Development:** Create and implement a comprehensive communication strategy for the workshop, ensuring consistent messaging that highlights NANHRI's Addis Ababa office and its partnerships with local, regional, and international stakeholders. Providing communications recommendations to improve NANHRI's overall communication strategy
- **Media Outreach & Engagement:** Lead media outreach efforts, including creating press releases, managing press contacts, and facilitating media coverage before, during, and after the event to promote the Addis Ababa office and workshop outcomes.
- **Social Media Management:** Oversee live social media coverage during the workshop, ensuring real-time engagement and updates across NANHRI's platforms. The consultant will ensure active participation from workshop participants, stakeholders, and the public.
- **Content Creation:** Develop promotional materials, including social media content, blog posts, videos, and press materials, before, during, and after the event, with a particular focus on the visibility of the Addis Ababa office.
- **Post-event Digital Content:** Produce a post-event digital content strategy, which will include a report summarizing the workshop's outcomes, key recommendations, and enhanced visibility of the Addis Ababa office's role in the HRD project.
- **Coordination with Internal Teams:** Collaborate with the NANHRI headquarters team and the Addis Ababa office staff to ensure alignment in messaging, and to gather insights, feedback, and updates that will be used for communication materials.

4. Deliverables

The Senior Communication Consultant is expected to deliver the following:

- **Pre-event Communication Plan:** A detailed communication and visibility plan outlining media engagement strategies, social media content, and the press coverage plan, submitted by 2nd December 2024.
- **Live Social Media Coverage:** Real-time updates and content creation during the workshop on 9th-10th December 2024, including posts, updates, and engagements across NANHRI's social media platforms.

5. Expected Qualifications

The ideal consultant should have:

- A **Bachelor's degree** in Communications, Public Relations, Journalism, or a related field.
- Extensive **experience** in developing and implementing communication strategies for non-profit or human rights organizations.
- Proven expertise in **media relations**, content creation, digital/social media management, and public outreach.

- Strong understanding of the **African human rights context**, particularly the role of NHRIs and regional African Human Rights Mechanisms.
- **Excellent communication skills** in both written and verbal formats, with the ability to engage diverse audiences.
- **Proven track record** in enhancing organizational visibility and promoting multi-stakeholder events through media and social media.

6. Duration of Assignment

The consultancy will cover a period of **1 month from 1 to 31 December 2024**. The consultant's services will be required for the workshop on 9th-10th December 2024, followed by post-event content development and communications recommendations to improve NANHRI's communication strategy.

7. Application Process

Interested consultants are invited to submit the following:

- A **Cover Letter** outlining their understanding of the task and approach to communication and visibility for the workshop and the Addis Ababa office.
- **CV** detailing relevant experience and previous projects.

Applications should be submitted to **dwainaina@nanhri.org**, with a copy to **babera@nanhri.org**, by **29th November 2024**.