ABOUT WORLD LEARNING
World Learning is a leading organization in making grants and using grants as a development tool. Most of its NGO strengthening programs contain a grants component along with targeted technical assistance and training. World Learning has worked both with individual NGOs and with networks and intermediary organizations in numerous sectors, from health and education to democracy and enterprise development. Typically, the grants have included some level of technical assistance and training designed to help improve the management and service delivery capabilities of the recipients.

World Learning, through its HIV/AIDS Grants Solicitation and Management Program (GSM), extended its reach to two Caribbean nations (Jamaica and the Bahamas). The Caribbean GSM (CGSM) Program focuses on grants solicitation and management in the health sector in Jamaica and the Bahamas. The project is serving as an umbrella grant making mechanism to support NGOs in the provision of service delivery, training and related activities to assist Most-At-Risk populations. This will serve to increase the scale and quality of HIV/AIDS prevention programs serving men who have sex with men (MSM), sex workers (SW) and at-risk youth in both Jamaica and the Bahamas.

NGOs whose applications were selected for funding participated in the CGSM pre-award organizational assessment as well as a subsequent more thorough assessment of organizational systems and operational platforms. These NGOs are provided with capacity building support that aims to strengthen both the NGO’s implementation of the grant activity and their long-term capacity to function effectively in a self-sustained manner.

PURPOSE OF THE ASSIGNMENT
In fulfilling its mandate for capacity building, the CGSM Program conducted an organizational assessment, via its Participatory Institutional Analysis Instrument (PIAI) to facilitate interventions that will strengthen institutional functioning of grantees. The PIA, supported by interactions with grantees, has shown that there are challenges in NGOs existing structures and capacity for developing and implementing a strategic communications strategy and establishing and maintaining media relations for increased visibility, as well as shaping changes in behavior by using planned and targeted communication techniques and approaches.

SCOPE OF WORK
With this being considered, the Contractor is expected to:
1. Conduct a brief organizational assessment of existing and proposed communications strategy
2. Submit a proposal for the design and delivery of a 3-Day Strategic Communication and Media Relations Workshop to cover the following areas
   - Strategic communication techniques for various audiences and stakeholders
   - Creating effective communication strategies
   - Expose NGO leaders to an understanding of how the media works
   - Utilizing “free media” to promote goods and services
- Developing basic communication skills - for example, how to handle media interviews and getting your message across in 30 seconds
- Commence development of a communications plan for each grantee

3. Provide technical assistance to workshop participants in the finalization of Strategic Communication Plan for their respective NGOs. TA sessions are three hours per World Learning grantee and should be conducted no later than one week after the workshop.

**PROFILE OF THE CONTRACTOR**

The Contractor should possess the following:

- Post-Graduate qualifications in Mass Communication, Public Relations, Marketing and Promotions or any other suitable qualifications
- A minimum of 5 years experience in the areas of media management, public relations, designing and implementing PR strategies, preparing press advisory and releases, technical writing for the media and publishing
- A current excellent working relationship with most media houses
- Personal attributes will include among others: respect for diversity, confidentiality, excellent interpersonal skills, advanced oral and written communication skills and professionalism.

**Skills**

- Excellent presentation and facilitation skills
- Proficiency in Microsoft Office Suite
- Good management and planning skills
- Excellent analytical and writing skills
- Active listening skills
- Capability to easily resolve conflicts or misunderstanding

**EXPECTATIONS & REPORTING**

Over the life of the contract the Consultant is expected to:

1. Meet with the World Learning team at agreed intervals to discuss progress of the consultancy and agree on strategies and approaches to be utilized.
2. Receive comments from World Learning on submitted documents for application to the list of activities that will be provided for the grantees.
3. Receive comments from grantees on submitted documents for application to the list of activities that they will benefit from.
4. Apply all feedback and comments as agreed by World Learning and their grantees. This is to be done no later than one week to the workshop.
5. Final report due no later than two weeks after the workshop.

The Consultant will be supervised by the Organizational Development Officer of World Learning CGSM Program. The outputs of the consultancy will be assessed by the supervisory team against this TOR and notes of meetings with the Consultant.

**Proposal**

The proposal should include the following components:

- Name and contact information and the names of any other participating consultants;
- Statement of qualifications;
- Summary of similar work conducted, highlighting specific accomplishments;
- A narrative description of the proposed process, activities and approach;
- Timeline for the work;
- Fee & Budget (including number of estimated hours for each activity, and billing rate);
- On a separate document (which will not count toward the 5-page limit), please provide a copy of current resume(s), and the names and contact information for up to three references – preferably organizations for whom you have recently provided similar services.

Please submit electronically by 5PM Eastern time, May 8, 2014.

**Remuneration**
The Consultant will be paid an agreed amount based on negotiations. The selected Consultant will be paid a mobilization fee of 20% of the agreed amount upon the submission and approval of a detailed Work Plan. The remaining 80% of the agreed amount will be disbursed in tranches that are linked to the completion of activities stated in the *approved* Work Plan.

**Contact Information**
Please submit all enquiries regarding the TOR by e-mail on or before Thursday, May 1, 2014, and final submission of RFP on Thursday May 8, 2014 to:

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World Learning  
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