

## Terms of Reference

### Communication Coordinator Consultant – SIANI Project

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#### 1. Introduction & Background

Vi Agroforestry is partnering with SIANI to implement a project focused on dryland agroforestry, fostering collaboration among experts, decision-makers, and farmers. This project aims to promote stronger commitments and dialogues to transform food systems and enhance biodiversity conservation in East African drylands through agroforestry and sustainable agricultural practices while generating impactful communication outputs to bridge knowledge gaps and engage stakeholders effectively.

To achieve these objectives, Vi Agroforestry seeks a Communication Coordinator Consultant to manage, coordinate, and deliver the communication outputs outlined for the SIANI project in 2025.

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#### 2. Overall Consultancy Objective

The objective of the consultancy is to coordinate and ensure the timely delivery of all communication outputs for the SIANI project, ensuring alignment with project goals and engaging key stakeholders.

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#### 3. Scope of Work

The consultant will, under the guidance and oversight of the ViA Regional Communicator:

- Coordinate communication activities outlined in the SIANI project timeline.
  - Develop and implement a communication strategy for the project.
  - Collaborate with a filmmaker to ensure the production of high-quality films, and take behind-the-scenes photos of the project and filming activities for social media use.
  - Ensure timely production and dissemination of communication materials (e.g., newspaper articles, policy briefs, and radio content).
  - Organize and manage events such as workshops, public seminars, and annual symposiums.
  - Work closely with and report to the Vi Agroforestry Regional Communication Officer.
  - Collaborate with project stakeholders to gather inputs and ensure effective messaging.
  - Report on communication activities, including evaluations, mid-term reports, and final project reports.
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#### 4. Method

- Under the oversight supervision of the Vi Agroforestry Regional Communicator, work closely with Vi Agroforestry's team and stakeholders to align deliverables.
- Use participatory methods to engage farmers, decision-makers, and experts.

- Ensure targeted communication for decision-makers and ministries to reshape policies in favour of smallholder farmers and agropastoralists, resilient food production and sustainable food systems.
- Ensure high-quality and accessible communication materials for diverse audiences.
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## 5. Deliverables

The consultant will ensure the following deliverables:

1. Month-by-month activities and outputs as outlined in the project timeline, including:
  - Coordinating the filming of interviews and project activities with a filmmaker.
  - Capturing behind-the-scenes photos for social media.
  - Writing newspaper articles, policy briefs, and web content.
  - Organizing workshops, seminars, and evaluation meetings.
  - Coordinating participation in international events and FAO forums.
2. Final narrative and financial report, including an evaluation of communication outputs.

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## 6. Outline of the SIANI Project

The project spans 12 months, focusing on:

- Dryland agroforestry and sustainable agriculture practices.
- Strengthening partnerships among experts, farmers, and decision-makers.
- Delivering communication outputs to promote knowledge-sharing and advocacy.

The detailed month-by-month activities and budget are included in the project plan.

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## 7. Profile of Consultant and Required Experience

The ideal consultant should possess:

- Proven experience in communication coordination for development projects.
- Strong skills in content creation (e.g., articles, policy briefs, and social media content).
- Excellent event planning and stakeholder engagement skills.
- Familiarity with agroforestry, sustainable agriculture, or environmental projects.
- Ability to work with external service providers (e.g., filmmakers) and ensure deliverables meet project standards.
- Ability to deliver high-quality outputs within tight deadlines.

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## 8. Application Procedure

Qualified consultants (or consultant teams/firms) are invited to bid with:

- A technical proposal outlining their approach to the assignment.
- A financial proposal, including a timeline and budget.

**Submissions will be done through email with the subject heading as:  
‘EXPRESSION OF INTEREST SIANI COMMUNICATIONS  
COORDINATOR’**

Send Technical and Financial proposals to the [procurement.roea@viagroforestry.org](mailto:procurement.roea@viagroforestry.org)

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Submission deadline: **31<sup>st</sup> December 2024**

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We look forward to receiving applications from highly qualified and motivated individuals or teams to support the successful implementation of this critical project.

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