



## TERMS OF REFERENCE

**Media Strategy Plan year 2**

Association for Women Committees for Social Works (AWCSW)

**Enhancing Palestinian Women's Participation in Public and Political Life****Type of Contract:** Companies Service Contract – within the scope of Media Strategic Planning**Location:** oPt**Background Information**Association of Women Committees for Social Work

The Association of Women Committees for Social Work (AWCSW) is a non-governmental organization founded in June 1981 and registered with the Ministry of Interior Affairs. Since its establishment AWCSW formed a basic pillar of the Women's Movement in the occupied territories and is a founding member of the Women's Technical Affairs Committee (WATC). Through its practical projects and programs AWCSW aims to provide services to women and children, and to offer them assistance and training on various levels in order to improve their overall role in the society.

Our overall mission is to attain gender-equality in a democratic Palestinian society, to which end we focus our efforts on improving the social, political, educational and economic opportunities of women. We also spend great effort in raising the legal awareness of women, in order to promote their participation in decision-making processes, to protect their rights and to encourage development.

AWCSW distinguishes itself from other organizations not only its work in the field and its volunteers/members, but also the strong ties it have with local women leaders in the communities, and the solid working relations with government officials on all levels. These networks assist in the success of our programs, on the local, regional, and national level.

The Program: Enhancing Palestinian women's participation in public and political life.

AWCSW has received a grant award under the Fund for Gender Equality from the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), for the *Enhancing Palestinian Women's Participation in Public and Political Life Program*.

The multi-donor Fund for Gender Equality (FGE) of the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) was launched in 2009 to fast-track commitments to gender equality focused on women's economic and political empowerment at local, national and regional levels. It is a leading fund that provides multi-million-dollar grants in the field of gender equality and the empowerment of women; it is dedicated to advancing the economic and political empowerment of women around the world. With generous support from the Governments of Spain, Mexico, Norway, the Netherlands, and more recently, from Germany and Switzerland, current grants stand to benefit nearly 18 million women, including by equipping them with leadership and financial skills, and by helping them secure decent jobs and social protection benefits.

Through this 2-year program, AWCSW seeks to enhance women's public and political participation beyond local council elections in 10 communities in the Ramallah and Jenin districts. Working closely with young political women activists and multiple stakeholders, the program seeks to create social changes and to establish a model for effective women's representation on the local level so that new quota measures translate into tangible results for Palestinian women. The program employs a holistic approach that focuses on improving networking among women's NGOs, raising awareness of the importance of women's political representation, building the capacity of female local officials and local women's CSOs, and making local government more responsive to gender issues.

Program Outcomes



1. Capacity building and skills are provided for women in Jenin and Ramallah district to increase their ability to actively engage in political and public life at the local and national level.
2. Enhance women's political participation by better networking and changing society attitudes in Ramallah and Jenin governorates.
3. Increase knowledge and awareness about challenges and opportunities on women's political and public participation at local and national levels.

### General Scope

The primary purpose of the Media Strategies Plan it is to effectively enhance AWCSW Advocacy Performance. The planning will focus more on developing communications materials on operational aspects in media management and engagement and mobilizing resources, also the extent to which media tools can be utilized to fulfill and serve the overall mission and vision of AWCSW specifically "Enhancing Palestinian women's participation in public and political life" goals outputs and outcomes.

More specifically, the strategies purpose is to:

- Measure and assess AWCSW's Capacities regarding media utilization including Challenges faced or facing AWCSW:
  - Conduct of communications needs assessments as required.
- Development of internal and external communications strategies of advocacy and outreach:
  - Development/production of media relations, communication and advocacy instruments and materials for campaigns, including briefing materials and press releases modulation.
- Development and roll out of publications plan:
  - Effective management of web-based inputs based on needed requirements, including best practices and stories.
- Strategies should include means of compiling inputs from projects and programs in a way to facilitate communication-related knowledge build especially for donors reporting.
- Strategies lay out must:
  - Facilitate a learning experience for AWCSW teams engaged in promoting community development programs and activities.
  - Contribute to further planning and design process for future interventions.
  - Lead to corrective action needed for AWCSW to achieve the desired results.
- Means to ensures implementation of publications plan for AWCSW programs and activities, focusing on ensuring production and publications dissemination.

### Organizational Relationships

The Media Strategy Expert Team will be answerable to an Core Group comprised of AWCSW personal, UN Women personal and any other stakeholders nominated by AWCSW or the UN Women. And will work closely with AWCSW project manager and other staff to design and undertake the Media Strategy. The staff from AWCSW will provide key materials and documents to the Core team (Note, Document Logical work, Budget, reports, progress, etc.).

### Responsibilities and Tasks

***The contracted agency should apply the following tasks;***

- Before starting the Media Strategy action plan, the expert team shall be thoroughly familiar with the AWCSW (mission, vision, programs goals, outcomes, outputs, activities, context, etc.)
- Expert team with the Core Group agree on how the Media Strategy Planning will be best conducted. In a clear words organizing (how different stakeholders and partners will be involved, laying out a timetable of work and reporting, feedback and conclusions).
- Agree with the Core Group on the methodology to be followed for the strategy in terms of level of participation regarding management of the process, data collection, data analysis, drawing conclusions/supplying recommendations.



- Agree on what the strategy will address, for example the relevance to AWCSW field of work and the its priorities and needs; clarity and feasibility of implementing such strategy, prospects for sustainability, quality and adequacy of the strategy, like developing a comprehensive Media action Plan, including timeline for Planning, organizing , implementing and hosting events/activities, The plan should also:
  - Define the target audience and key messages, tailor messaging to the target audience, produce and airing the Radio and TV spots as well design and printing the approved media products.
  - Define parameters for written material, Radio/TV spots as well as any other media related activities
  - Identify relevant Media/Communications opportunities to Promote the work
  - Create strong contacts with journalists from (Al-Ayyam newspaper, al-Quds newspaper, al-Hayat al-Jadida newspaper, Ma'am news agency and Wafa news agency).
- Analyze which factors and/or constraints that could influence implementation, including technical, managerial, organizational, and institutional in addition to other external factors unforeseen.
- Identify where current media designs needs adjusting/reorienting in order to increase the effectiveness.
- Produce a set of lessons learned that can benefit the organization in implementing its programs in its remaining lifespan.
- Media Strategy to attain gender-equality in its planning, especially in relation to empowering and improving the social, political, awareness opportunities of women and the involvement of men.

### Methodology

To achieve the above-mentioned purpose and scope of building a Media Strategy plan, it is expected that the Expert team will include a description of the appropriate methodology through a combination of tools such as:

- Conduct initial meeting with AWCSW and the Focal Point of UN women FGE in Palestine to determine priorities and guidelines in relation to planning a media strategy.
- Use of participatory approaches and feedback.
- Literature/Documentation review that includes all literature related to the task in hand.



### Expected Outputs (deliverables)

The main output of building a Media Strategy plan:

- Detailed work plan with detailed schedule of the expected activities indicating the work of the consultant/Expert. Within one week after signing the contract.
- A developed Advocacy Messages and plan of action.
- A developed comprehensive advocacy strategy specific to AWCSW.
- A final report (To be based on collection, analysis and comparison of print (dailies, monthly and specialist magazines) and electronic media (TV and radio stations, internet portals)).
- A presentation of initial findings for discussion with the AWCSW team, sharing materials and discussing any information requiring clarification.
- An reporting must be in English, in hard and soft copy. The final report should contain a thorough analysis, and good practices and lessons learned, as well as practical recommendations based on



the findings. The annexes should contain any literature consulted, the methodology used, the TOR, and any additional information required.

### Expert Team & Strategy Plan Timeline

A multi disciplinary team with experience in Media Strategic Planning of Governance and Community participation programs, management, and organization development. The team leader will be held responsible for the final output of the report, and for liaising with AWCSW. The team is expected to commence the work and submit a final report within **eight weeks from date of accepting and signing the contract**.

The report will not be considered final unless discussed with the AWCSW Core evaluation team/Committee who has the right to request making amendments. Any disagreement or opposing view shall be included as an annex to the report, while any factual errors should be corrected in the report itself.

The contracted expert/company/consultant shall submit technical and financial proposal include:

- Details of proposed methodology and tentative work-plan
- Description of outputs
- Detailed financial proposal and coasts
- Relevant experience.
- CVs of focal team that will be involved in the activity

### Skills and Competencies

AWCSW is looking for a strong record service contractor in conducting Media Strategic Planning, with excellent knowledge of such in theory and practice. The contracted should have the following skills and competencies:

- Relevant experience of Media Strategic Planning in a program based environment.
- Familiarity with different methodologies for Advocacy & Media planning.
- Demonstrable experience of working with/for NGO.
- Ability to write concise, readable and analytical reports and understanding of public communications.
- Demonstrable relevant experience with participatory methods.
- Knowledge of Gender issues and key players in the context of the occupied Palestinian territory.
- Accountable, flexible and prepared to work under pressure with good time management.

### Language Requirements:

Fluency (both oral and written) in English and Arabic.

### Submission of application:

Interested candidate companies are invited to apply/submit explanatory draft workplan & financial proposal by/no later than 4<sup>th</sup> of April 2014 by e-mail to [info@awcsw.org](mailto:info@awcsw.org) or by hand at AWCSW head office – Nazeeh Quorra street, Green Tower Building, sub-level 2. For inquires questions can be forwarded to [info@awcsw.org](mailto:info@awcsw.org) or Telfax. +972 2 295 3550.