



CALL FOR EXPRESSION OF INTEREST

REF: YAAI/FNT/EoE/02/2020

About Young And Alive Initiative

Young and Alive Initiative (YAAI) is a Tanzanian youth-led non-profit organization with offices in Mbeya city and Dar es Salaam, Tanzania, founded in 2015 by passionate young professionals and got fully registered in 2017 with the registration number 00NGO0009083. The vision of YAAI is to see a Tanzanian society that respects and protects the rights of young people to have access to youth-friendly sexual reproductive health information and services as one of the key elements to achieve sustainable development goals. The mission of the organization is to actively engage and empower young professionals and talented youth with the skills, knowledge, and resources needed to become advocates of youth-friendly sexual and reproductive health services and information. The Young And Alive Initiative approach is using young people's talents and skills through Innovation, art, and ICT to advocate for youth's access to Sexual Reproductive Health and Rights services and information in Tanzania.

About CHAGUA Project

In 2019, YAAI entered a partnership with the African Women's Development and Communications Network (FEMNET) for a two years project funded by Swedish International Development Cooperation Agency (SIDA) to Advance African Women's Human Rights to their Bodily Autonomy and Integrity through ensuring that African Governments fulfill their obligations and Commitments on Sexual Reproductive Health Rights (SRHRs). Given the need for increased policy work across the region particularly on securing comprehensive SRHR and in particular, ending child, early and forced marriages (CEFM), and eliminating female genital mutilation/cutting (FGM/C), YAAI and FEMNET seek to inform African women and girls of these policies, mobilize them to participate in key discussions and forums so as to influence policymakers. The overall goal of the project is to see that women and girls' SRHR are respected, protected, and fulfilled and they have access to SRHR services as enshrined in global, continental, and national instruments.

Project objectives are;

1. Building capacity and forming a coalition of 10 Women Rights organizations (preferably youth and women-led) in advocating for SRHR
2. Increasing awareness among community members on social-cultural barriers to SRHR services and information access through media engagement
3. To gain commitments from key decision-makers and uptake of the recommendations provided to them from the data collected on policy implementation gaps assessment conducted by the WROs and YAAI

To achieve objective number two of the project, which is *increasing awareness among community members on social-cultural barriers to SRHR services and information access through media engagement*, YAAI, and CHAGUA coalition partners are expected to run advocacy campaigns throughout the country and within their own constituency for the period of not less than four months.



CHAGUA coalition partners will also be working with selected media personnel who have also been trained on SRHR and media engagement.

Therefore, YAAI is seeking a consultant who is a communication expert in the field of Sexual Reproductive Health, Women's Rights, and media engagement to develop a Media and Communication strategy that will be used by the CHAGUA coalition member in doing their public advocacy campaign for the next few months and facilitate a media engagement workshop.

Tasks

The consultant will;

1. Work with program officer and communication officer to identify and select media partners to be engaged
2. Work with the program officer and communication officer to plan for the facilitation of the media engagement workshop, including the customization of the teaching manual
3. Facilitate a media engagement workshop to be conducted in Dar es salaam
4. Develop and present a communications and media engagement strategy for the CHAGUA project that includes clear messaging, talking points, tips for doing interviews, recommendations of media to engage, and an evaluation plan.

Deliverables

1. Workshop report
2. Communications and Media engagement strategy

Duration of engagement

The consultant is expected to work for 10 working days, four of which will be to facilitate the workshop.

Remuneration

Payment will be based on the available budget and the consultant's rate.

How to apply

Send your CV and cover letter which must include the introduction of yourself, past experience doing similar work, and your daily rate. Any reference to your past work can be attached to the email or cover letter. All emails should be sent to info@youngandalive.org before **Thursday, 17th September 2020 23:00 EAT** with the subject titled: **Communications & Media Consultancy [YOUR NAME]**