

Terms of References

Developing a comprehensive digital communication and visibility strategy and tools for Oxfam and partners – “Power to Choose Project”

February 2025 - May 2025

Background

Oxfam in Lebanon and Marsa are implementing a 5-year, Global Affairs Canada (GAC) funded project entitled “Power to Choose – Sexual and Reproductive Health Rights (SRHR) for Young Women and Adolescent Girls”. Overall, the project aims to increase the enjoyment of health-related human rights by the most marginalized and vulnerable women and adolescent girls in the northern city of Tripoli. This goal will be achieved through (1) Increased agency of young women and adolescent girls contributing to their equitable use of sexual and reproductive health services, (2) improved provision of gender-responsive, inclusive and accountable sexual and reproductive health services by health care providers for diverse groups of young women and adolescent girls, and (3) improved effectiveness of key stakeholders, particularly women and youth organizations or movements, to advocate for evidence-based health care policies, accountable legal framework, and equitable and inclusive services.

Objective

Oxfam, in collaboration with partners under The Power to Choose project, is looking to hire an Expert Consultant to:

Develop a Comprehensive SRHR Programmatic Strategy which will aim to:

- Guide and structure Oxfam’s work on SRHR in Lebanon.
- Identify best practices and innovative approaches.
- Establish a clear direction for reaching audiences and communities, forming partnerships, and implementing key approaches and activities in the SRHR domain.
- Map potential risks and identify possible mitigations.

Key elements to consider:

- Audience identification
- Potential partnerships
- Outreach strategies
- Key approaches and potential activities
- Risk analysis and mitigation plan

Additionally, the consultant will develop a correlated digital communication and visibility strategy for an SRHR project, which will aim to:

- Provide clear direction on how to effectively and safely reach and address the needs of digital audiences in the context of SRHR.
- Ensure alignment with Oxfam's overall content strategy on digital channels.

Key elements to consider:

- Audience analysis
- Recommended digital channels
- Content strategies and engagement tactics
- Alignment with Oxfam's overall strategy and potential for expansion

Both strategies need to account for OIL's and partners' focusses, principles, and general contexts.

Methodological approach

Oxfam's principles and values should guide the consultant's methodological approach, with a focus on the following elements:

1. **Collaborative Co-Creation:** Develop the most suitable methodological approach in collaboration with the Oxfam team, partners, and audience personas and communities.
2. **Participatory and Interactive:** Engage with the partners and audience as active and informed participants.
3. **Needs-Based Focus:** Emphasize the mandates of each partner and the center the needs of the audience communities and explore and utilize diverse platforms and tools to break stigma & ensure access to information.
4. **Inclusive Approach:** Emphasize on understanding and addressing the unique needs and challenges faced by individuals with diverse sexual orientations, gender identities, expressions, and sex characteristics (SOGIESC) and Queer groups.

Expected tasks

SRHR Programmatic Strategy tasks

- Map digital platforms providing SRHR communication materials in Lebanon and the MENA region.
- Identify effective approaches, gaps, and potential opportunities for collaboration in SRHR communication.
- Conduct a risk analysis for SRHR services, advocacy, and outreach.

- Develop a dedicated mitigation plan to address identified risks.
- Develop overarching guiding principles for SRHR work at Oxfam and partners.
- Identify innovative examples, effective recommendations, and considerations for designing and safely implementing SRHR activities.

SRHR Digital Engagement Strategy tasks:

- Provide guidance on recommended digital channels, content strategies, engagement tactics, and indicators for measuring success.
- Provide guidance on the digital engagement and advocacy efforts of social media activists supported by Oxfam.
- Establish best practices and industry benchmarks for digital engagement in SRHR.
- Socialize Oxfam and its partners on how to apply the strategy and measure the impact of the strategy using data analytics tools.

Expected deliverables

- **One comprehensive SRHR programmatic strategy document** in line with Oxfam’s country strategy as well as the organisations’ documented and reported experiences in the field
- **A digital communication and visibility strategy document** for an SRHR project that would allow to effectively reach and address the needs of digital audiences. It will include an analysis of the target audience, proposed digital channels, content strategies, engagement methods, and success indicators.

Timeline

The total number of working days allocated for this consultancy is set at 36 days that extend between 10 February 2025 and 31 May 2025 as per the below preliminary timeline. The timeline accounts for 2 rounds of reviews by Oxfam and partners.

Activity	Expected number of days
Inception report	2
Literature review	6
Consultations with partners/ team/ target Audience	4
SRHR Strategy Development and action plan	9
Digital engagement Strategy development	7
workshops and Validation sessions	4

Strategies presentation draft 1	1
Final draft of the strategies	3
Socialisation on the strategies	2
Total Number of Days	38

Qualifications of the consultants/consultancy firm

This consultancy should be led by a person (or a team) with:

- At least 3 years of professional experience in drafting communication strategies and tools.
- Facilitation and co-creation skills.
- Social and digital media skills and experience, especially around women, girls, gender minorities, and SRHR.
- Experience in handling communications campaigns around women, girls, and SRHR, and experience in multi-channel communications.
- Knowledge of gender-sensitive and feminist approaches.
- Knowledge of SRHR contexts across Lebanon.
- Exposure to principles of partnering and local leadership.
- Excellent communication skills in English, including advanced writing skills.
- Strong communication skills in Arabic are preferred.
- Availability to start immediately.
- Familiarity with Oxfam's work in Lebanon or other international NGOs.

Expression of Interest (EOI)

Interested consultants should submit their:

- CVs of consultants and/or role of each consultant recruited under the scope of this assignment for firms.
- A technical proposal that includes a detailed methodology and a work plan for the assignment.
- A financial proposal detailing all costs associated with the assignment.
- 2 samples of similar work previously done.
- Registration and official government documents, if applicable. Noting that 8.5% tax will be deducted from the total amount if not registered.

Oxfam International in Lebanon reserves the right to reject any and all bids, including the Bidding processes, or not to award the contract at any time, without thereby incurring and liability to the affected Bidders.

Please submit the full application documents (as mentioned above) to lebanonprocurement@oxfam.org.uk by January 26, 2025 midnight mentioning "SRHR Strategy" in the Subject line.