

# **Terms of Reference (ToR) for the recruitment of a Communication, Outreach, and Public Engagement Expert**

## **1. Background**

Rwanda Civil Society Platform (RCSP) is an apex national non-governmental organization (NGO) composed of 14 umbrella organizations. Since its establishment in 2004, RCSP has strived to strengthen its capacity to effectively coordinate and represent its various constituencies that include civil society organizations. The mission of RCSP is to represent its members in the process of facilitating citizen participation and sustainable development efforts through constructive dialogue, debate and advocacy at national and international levels.

The Rwanda Civil Society Platform is seeking a qualified and experienced Communication, Outreach, and Public Engagement Expert to enhance the organization's visibility, strengthen its outreach strategies, and foster public engagement. This position is crucial for evolving the mission of the platform, promoting transparency, and ensuring effective communication with stakeholders.

## **2. Objectives**

The main objectives of this role are as follows:

- Develop and implement a comprehensive communication strategy to enhance the visibility of the Rwanda Civil Society Platform.
- Strengthen outreach efforts to effectively engage with diverse stakeholders, including civil society organizations, government bodies, media, and the citizens.
- Foster public engagement by creating awareness of the Platform's activities, values, and contributions to country's development.

## **3. Key responsibilities**

The Communication, Outreach, and Public Engagement Expert will be expected to:

- Conduct a thorough assessment of the current communication strategies and outreach activities.
- Develop a Communication Strategy that aligns with the Platform's objectives and values.
- Manage communication work including content creation, media relations, and digital platforms.
- Design and execute outreach initiatives to expand the Platform's network and engage with stakeholders.
- Organize events, workshops, and campaigns to raise awareness and promote public engagement around RCSP's and members' work.
- Liaise with government institutions, DPs and other partners regarding RCSP interventions
- Collaborate with internal teams to ensure consistent and accurate messaging.
- Monitor and evaluate the impact of communication and outreach activities

- Produce relevant reports on outreach interventions and their impact.
- Recommend actions for RCSP's continuous improvement in communication and outreach efforts.

#### **4. Qualifications**

The ideal candidate should possess the following qualifications:

- A Master's degree in Communication, Public Relations, Journalism, or any other related field.
- Proven experience of at least 7 years in communication, outreach, and/or public engagement roles.
- Strong understanding of civil society dynamics, governance, and social development.
- Proven records working with different stakeholders including Government, donor environment, CSOs and communities.
- Excellent written and verbal communication skills in English and Kinyarwanda.
- Proficiency in using digital communication tools and social media platforms.

#### **5. Timeline**

The initial contract period is for 10 months with the possibility of extension based on performance and organizational needs.

#### **6. Reporting**

The expert will report to the Executive Secretary of the Rwanda Civil Society Platform.

#### **7. Proposal Submission**

Interested candidates should submit their detailed proposals, including a cover letter, curriculum vitae, and samples of previous relevant work, by 14<sup>th</sup> December 2023 before 5:00 P.M.

Rwanda Civil Society Platform reserves the right to reject any or all proposals received.