

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 including 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 RCSP is implementing a project titled “*Enhancing democracy through impartial participation of political parties in Rwanda*” to empower voters with accessible and impartial information, enhancing democracy, and fostering inclusive and accessible elections in Rwanda.

The Rwanda Civil Society Platform seeks to engage a Communication, Outreach, and Public Engagement Expert to enhance the organization's communication with stakeholders and play a crucial role in ensuring effective communication, outreach, and public engagement activities to achieve the project objectives.

2. Objectives

The Communication, Outreach, and Public Engagement Expert will be responsible for;

- a) Developing and implementing a comprehensive communication strategy to ensure the impartial articulation and sharing of policies, values, and priorities of registered political parties and independent candidates.
- b) Facilitating the training of district-level candidates in effective communication and voter engagement.
- c) Coordinating public engagement initiatives, including talk shows, jingles, and online content distribution.
- d) Overseeing the organization of voter awareness campaigns and radio talk shows to hold candidates accountable.

3. Key responsibilities

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

- a) Design and execute a communication strategy to achieve both the organization and project goals.
- b) Coordinate with media outlets for the planning and execution of live YouTube and radio talk shows.
- c) Develop audio-visual content, including jingles, ensuring accessibility for all citizens.
- d) Organize and facilitate training sessions for candidates on effective communication and voter engagement.
- e) Plan and execute impartially moderated radio talk shows to hold candidates accountable.

- f) Oversee the organization of voter awareness campaigns in collaboration with implementing partners.
- g) Monitor and evaluate the effectiveness of communication and engagement activities.
- h) Revamp and manage the RCSP website and social media platforms.

4. Qualifications

The ideal candidate should possess the following qualifications:

- a) A Master's degree in Communication, Public Relations, Journalism, or any other related field.
- b) Proven experience of at least 7 years in developing and implementing communication strategies for civic engagement projects/programs.
- c) Strong understanding of civil society dynamics, governance, and social development.
- d) Familiarity with the political landscape in Rwanda and experience working in democratic governance projects.
- e) Proven records working with different stakeholders including Government, Development Partners/INGOs, CSOs, and citizens/communities.
- f) Strong organizational and project management skills
- g) Excellent written and verbal communication skills in English and Kinyarwanda.
- h) 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. The Expert will be based in Kigali, with travel to Districts.

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 to info@rcsprwanda.org , including a cover letter, curriculum vitae, and samples of previous relevant work, by 14th December 2023 before 5:00 P.M.

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