

REQUEST FOR PROPOSALS

YOUTH CAMPAIGN COORDINATOR

Issued by
The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP.

In this role, the Youth Campaign Coordinator will be responsible for managing and organising all related youth campaign activities that GAIN will be conducting in the run up the UN Food Systems Summit and beyond.

2021 has been announced as the year of youth since more than 50% of the earth’s population is under 30. A youth pledge is the main theme of many upcoming global conferences. GAIN will be participating in this youth-led global movement and will ensure that 2021 is a year where many youths from all around the globe will have the stage to speak about their experiences as leaders in the nutrition field.

2021 is also a year of make or break for food systems and nutrition. For that reason, the Campaign Coordinator will be the enabler of this youth pledge that is facilitated by GAIN, along with other stakeholders, to empower youth coming from different parts of the world who are passionate about improving our food systems. This consultancy service is for **6 months starting asap**.

3. SCOPE OF WORK AND DELIVERABLES

The successful applicant will be responsible to:

- Coordinate the campaign that involves planning, organising and executing tasks;
- coordinate, liaise, and keep up to date with different internal and external stakeholders to successfully carry out the campaign;
- be proactive in bringing new ideas to sync up with other key players;
- supervise the daily activities related to the campaign and outreach efforts on a global, national, and local level;
- ensure that the coordination and outreach are in line with the campaign objectives and targeted audiences;

- ensure compliance with all contractual and legal requirements including donor reporting;
- supervise campaign performance through monitoring the efficiency of the tasks performed and the outreach effort outcomes;
- ensure full periodic reporting as necessary;
- master the skill of framing the whole campaign in simple language tailored to different audiences in the form of PowerPoint presentations;
- liaise internally with relevant communications teams to ensure smooth implementation of the roll out of the campaign assets.

3.1. COMPETENCIES REQUIRED

- Self-starter with an ability to prioritise and multi-task in a fast-paced, deadline driven environment
- Outstanding written and verbal communications skills in English
- Strong organisational and project management skills with attention to details
- Excellent interpersonal skills and ability to coach, inspire and influence
- Highly adept in translating complex and technical information into relevant simple layman language tailored to different audiences
- Team player and be able to work in a multi-cultural, challenging, and dynamic environment
- Problem solver and the ability to work under pressure
- An analytical mind and ability to think critically

3.2. EXPERIENCE REQUIRED

- Experience in a communications and campaign coordination or advocacy position
- Passionate about youth role and proactively bold in bringing solutions and ideas forward
- Familiar with MS Word, Excel and PowerPoint and capable of creating visually compelling presentations
- Proven knowledge of global campaign best practices
- **Education:** Master's degree in communications, public relations, journalism, international relations, development studies, or any other related field
- Other requirements: English and any other language would be an asset (e.g Arabic, French, Russian, Chinese etc.)

II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. CONTACT

Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.

- Sadia Kaenzig, Head of Communications, GAIN.
skaenzig@gainhealth.org

2. APPLICATION

The proposal needs to be formatted as follows:

- Motivation letter in pdf format
- Curriculum Vitae (Resume) in pdf format
- Examples of past work
- Consultancy fees expectations

- Three references

3. DEADLINE

Completed proposals should be addressed to skaenzig@gainhealth.org before **20 May 2021 at 6 pm Central European Time**.

4. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

5. REVISIONS

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

6. ACCEPTANCE

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

7. COMPLETION

- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

8. RIGHTS OF REJECTION

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

9. REFERENCES

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

10. RELEASE OF INFORMATION

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

5. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

6. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

7. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

8. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

9. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

10. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.