

## REQUEST FOR PROPOSALS

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### COMMUNICATIONS CONSULTANT

### (GRASSROOT STORYTELLER)

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.

We are seeking to recruit an all-around communicator with sound news judgment, great writing skills, and a passion for grassroot storytelling.

#### SCOPE OF WORK AND DELIVERABLES

The Communications Consultant/Storyteller will undertake missions to GAIN countries to collect, curate, edit and generate timely and compelling content for GAIN (written content, with related audio content for podcast, video footage and photos), working with communications team at global and in GAIN countries to ensure all content is responsive and optimized. The content is NOT about profiling GAIN but rather about illustrating the issues at stake and what is needed to improve lives by transforming food systems for healthier diets and healthier planet. The ideal candidate will be highly familiar with the digital media industry so that he/she can place the materials easily for high exposure and widen our key audience going beyond the nutrition one.

In this context, the team is looking for a consultant to work for up to 100 days till February 2023 to support the team by **increasing profiling of issues of interest for GAIN in the media, especially in** GAIN countries.

### **The consultant will**

- Undertake three to four missions of approx 10 days each to GAIN countries. Kenya, Nigeria, Bangladesh and India are the likely places
- Write stories on issues at stake for GAIN with the aim of placing them in prominent media outlet
- For any of the above, we would need to define the themes-angles jointly and with countries and programme leads
- Produce derivative multimedia products (photos, video footage and podcast) that would go with those

**Deliverables:** produce a full coverage of stories either from these missions or from a hybrid mode as the current situation allows it and define metrics to measure impact.

## **III. REQUIREMENTS & QUALIFICATIONS**

### **Competencies**

#### **Essential:**

- Excellent communication skills in English, both oral and written.
- Extensive experience writing as a journalist or reporter.
- A proven track record of translating complex and technical information into material for an intelligent layperson, tailored to different audiences, especially business audiences.
- Able to work in a complex environment with various partners involved.
- Experience in convening partners to engage together as part of a communications campaign.
- Experience drafting an editorial plan to optimize the comms strategy and drive audience engagement and realize impact.
- A creative mindset, and a proactive and confident attitude.
- Proven track of successful writing – ideally on environment, climate change, food systems and nutrition - in form of social media campaigns and storytelling.
- Self-starter with an ability to prioritise and multi-task in a fast-paced, deadline driven environment.
- Strong team player and the ability to work with diverse multicultural team in a fast-paced environment.
- Up to date with the latest trends and best practice in media and social media marketing.
- Hands on, flexible attitude and with a strong feeling for people, and strong social skills.
- An eye for details, while maintaining the focus on the bigger picture.
- Fully vaccinated against COVID 19 and able to travel

#### **Technical expertise:**

- Proven record in writing for major media outlets
- Proven digital video editing skills for web and social media.

#### **Desirable:**

- Knowledge and understanding of nutrition international summits in 2021 (UN-Food System Summit, Nutrition for Growth summit, COP26, COP27 & COP28).
- Knowledge and understanding of nutrition audiences and how to go beyond these.

#### **Experience**

- 10 years or more of exceptional experience in the field of communications, advocacy, creative storytelling.
- Experience in translating content to business audiences.
- Passion for creative storytelling and new ideas with examples to showcase these.

## Education

- Undergraduate or master's degree in communications, marketing, public relations, journalism, international relations development studies.

## Other requirements

- Fluent written and spoken English.
- Any other language would be an asset

## IV. 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 [skaenzig@gainhealth.org](mailto:skaenzig@gainhealth.org) with the reference: COMMUNICATIONS CONSULTANT - STORYTELLER.

### 2. BUDGET

We are looking for a consultant to work with us for 100 days over 1 year, starting in mid-March 2022. Applicants are required to provide GAIN with a day rate and proposed approach (see "submission" below). The final budget amount will be approved by GAIN before starting the project.

### 3. SUBMISSION

Interested candidates should submit the following:

- Short CV / Resumé, including links to past work (or please attach past work).
- Expected daily compensation in USD.
- Letter outlining suitability and interest (maximum 2 pages).
- All of these should be included in the application email and sent to [skaenzig@gainhealth.org](mailto:skaenzig@gainhealth.org)

The following applications will automatically not be considered or accepted:

- Applications submitted after the deadline
- Proposals received by fax
- Incomplete proposals

### 4. DEADLINE

Completed applications should be submitted to [skaenzig@gainhealth.org](mailto:skaenzig@gainhealth.org) before 23 February 2022 at 00:00 Central European Time.

### 5. ACCEPTANCE

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

### 6. COMPLETION

- In case of errors in calculating overall costs, the unit costs will govern.
- 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.

- 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.

## **7. 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.

## **8. 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.

## **9. 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.

# **V. 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. EVALUATION CRITERIA**

Applications will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
- Applicant shall demonstrate a clear understanding of the deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
- The creative and methodological approaches required to implement each of the parts of the scope of work.

- A duly completed offer of services.

GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.

#### **5. REVIEW PROCESS**

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

#### **6. 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 authorise any third party to bind or commit GAIN in any way without GAIN's express

#### **7. 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.

#### **8. 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.

#### **9. 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.

#### **10. 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.

#### **11. 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.