

DIGITAL COMMUNITY ASSOCIATE CONSULTANT

Terms of Reference (Consultancy Assignment)

BACKGROUND AND PURPOSE OF THE CONSULTANCY

The Global Alliance for Improved Nutrition (GAIN) is seeking the services of an independent Digital Community Associate Consultant to provide short-term digital communications support to the Communications Headquarters team during a maternity cover period.

The purpose of this consultancy is to strengthen GAIN's digital communications presence and support delivery of key communications priorities across corporate, programme, and advocacy communications channels. The consultant will provide specialist support in digital storytelling, content development, social media management, audience engagement, and communications reporting.

This assignment is intended to supplement existing communications capacity during a defined four-month period. The consultant will operate as an independent contractor and will be responsible for delivering agreed outputs and deliverables within the contract period.

OBJECTIVE OF THE ASSIGNMENT

The objective of this consultancy is to support GAIN in maintaining a consistent, engaging, and high-quality digital presence while contributing to the effective dissemination of organisational priorities, campaigns, thought leadership, and research outputs across digital channels.

SCOPE OF WORK

1. Digital Storytelling & Content Development
2. Social Media & Community Engagement
3. Campaign Planning & Support
4. Podcast promotion & Amplification
5. Audience Insights & Digital Listening
6. Monitoring, Evaluation & Reporting
7. Country Communications Support.

DELIVERABLES

1. A Digital Communications Workplan and Engagement Strategy outlining content priorities, key audiences, channels, campaign opportunities and performance indicators for the consultancy period.
2. A monthly content calendar that is in line with GAINs priority calendar dates and convenings.

3. A digital content production support plan for Bite the Talk (GAINs podcast)
4. Campaign support plans and implementation support for priority campaigns identified during contract inception.
5. Monthly reporting, quarterly report and final consultancy report that investigates reach, engagement, audience growth and content performance. This will include comprehensive analysis and reporting aligned to our existing formats of reporting.
6. Support the development and packaging of communications products including blogs, success stories and the new thought leadership content series which is called 'GAIN IN THE NEWS'
7. Monitor audience sentiment, sector conversations, emerging trends, and relevant digital discussions to identify opportunities and risks for GAIN.
8. Support country communications focal points by sharing best practices, content guidance, and communications resources that strengthen consistency and quality across GAIN communications activities.
9. Monthly Digital Analytics Dashboard tracking social media performance, audience growth, engagement trends, campaign performance and recommendations.

All deliverables shall be submitted in electronic format and reviewed by the Head of Communications or designated representative. Feedback will be provided within a reasonable period, and final acceptance will be based on satisfactory completion of agreed outputs.

PERFORMANCE INDICATORS

The Consultant's performance will be assessed against:

- Timely delivery of agreed outputs.
- Quality and relevance of content produced and packaged.
- Growth in audience engagement and reach.
- Support provided to campaign implementation.
- Timeliness and quality of reporting.
- Responsiveness to feedback and revisions.

ESTIMATED LEVEL OF EFFORT

Approximately 15–20 working days per month over a four-month period.

The consultant may be requested to participate in periodic in-person meetings, onboarding sessions, planning workshops, or coordination meetings where required to support the delivery of agreed outputs.

CONSULTANT PROFILE

1. 4–5 years' experience in communications or digital media for NGO's, donor-funded programmes, foundations or development organisations.
2. Demonstrated campaign experience around key dates and convenings.
3. Strong writing and storytelling skills.

4. Social media management experience, and excellent English communication skills. An understanding of other languages such as French and Portuguese would be an added advantage.
5. Experience producing multimedia content.
6. Familiarity with social media management tools such as Sprout Social.
7. Experience using analytics platforms.
8. Ability to work across multicultural teams.

COORDINATION ARRANGEMENTS

The consultant will work closely with the Head of Communications, Communications Headquarters Team, Country Communications Focal Points, and Programme Teams.

DURATION AND LOCATION

Contract Duration: Four (4) Months. Location: Any country where GAIN has an established presence.

Deliverable	Anticipated timeline
Shortlisting, Proposal reviews and Interviews	Week of the 22 nd of June 2026
Contract signing and kick off meeting	Week of the 29 th of June 2026
Workplan preparation and presentation	Week of the 29 th of June 2026
Workplan implementation	July 2026 – October 2026
Handover and Full period reporting	October 2026

COMPENSATION

The total consultancy budget is USD 10,000 for the four-month assignment, payable against agreed deliverables and in line with the consultant’s country regulations on consultancy.

APPLICATION PROCESS AND DEADLINE

INSTRUCTIONS FOR RESPONDING

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

CONTACT

In case of any clarifications on this solicitation, please direct all inquiries to Communications@gainhealth.org. Responses will not be confidential except in cases where proprietary information is involved.

FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

- Technical proposal:
 - i. Description of previous relevant work (maximum 1 page). Please provide samples as annexes or accessible links.
 - ii. Detailed proposal explaining how the assignment will be handled, including risk and mitigation strategy and timeline (maximum 10 pages).
 - iii. References (at least three)

- Financial proposal:
 - i. Budget (where applicable including recommended tools)
 - ii. Detailed budget justification
 - iii. Offer of services

SUBMISSION

Complete proposals should be submitted in electronic copy to: communications@gainhealth.org. The subject line should indicate **“Digital Community Associate Consultant”**

DEADLINE

Completed proposals should be submitted by **5:00 pm EAT on or before the 17th of June 2026**

UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax or post.
- Incomplete proposals.
- Proposals that are not signed.

REVISIONS

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

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.

COMPLETION

- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. If clarification is necessary, applicants are advised to get in touch with the contact person listed above prior to making their submission before the deadline specified in the timeline above.
- While GAIN has used considerable efforts to ensure an accurate representation in this 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.

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.

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.

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.

TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject 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. If 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 reserve the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. EVALUATION CRITERIA

Proposals 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:
 - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP which are largely on technical writing, impact documentation and media management.
- The creative and methodological approaches required to implement each of the parts of this RFP.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - The work plan details how activities will be coordinated.

Detailed budget and cost-effectiveness of proposed approach:

- Evidence of cost-effective approaches to undertaking the assignment within the proposed budget
- Proposal shall identify possible challenges and include creative approaches to addressing them

Management and personnel plan:

- The consultant working on this assignment shall have the relevant qualifications and overall experience required to successfully implement the project

GAIN reserves the right to contact the individuals and contractor(s) 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 because of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

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 120 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter 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.

OFFER OF SERVICES

1. Offer submitted by:

(Print or type business, corporate name, and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
 - a. [to be completed]
 - b. [to be completed]
 - c. [to be completed]
 - d. [to be completed]
3. I (We) agree that the Offer of Services will remain valid for a period of a hundred and twenty days (120) calendar days after the date of its receipt by GAIN.
4. I (We) herewith submit the following:
 - a. A Proposal to undertake the work, in accordance with GAIN's requirements specified.
 - b. A duly completed offer of services, subject to the terms herein.

OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.

Date this day of [add month and year] in [add location].
_____ [add title]

Signature (applicant)

_____ [add title]

Signature (applicant)

Applications are to be sent to communications@gainhealth.org by the 17th of June 2026