



REQUEST FOR PROPOSAL | RFP-2026-002

**CONSULTANCY SERVICES:
STRATEGIC COMMUNICATIONS AND
CONTENT CONSULTANT**

**RFP ISSUE DATE: 17 APRIL 2026
PROPOSAL SUBMISSION DEADLINE: 5PM EAT ON 8 MAY 2026**



RFP GUIDELINES

<p>POINT OF CONTACT FOR CLARIFICATIONS ON THIS RFP AND PROPOSAL SUBMISSION</p>	<p>PROCUREMENT@NAWI.AFRICA</p>
<p>SUBMISSION REQUIREMENTS</p>	<ol style="list-style-type: none"> 1. INDIVIDUAL/COMPANY PROFILE HIGHLIGHTING RELEVANT EXPERIENCE. 2. CV(S) OF THE CONSULTANT(S) WHO WILL BE UNDERTAKING THE ASSIGNMENT. 3. TECHNICAL PROPOSAL, INCLUDING (BUT NOT LIMITED TO): <ol style="list-style-type: none"> a. PROPOSED METHODOLOGY AND APPROACH TO THE ASSIGNMENT. b. PROPOSED WORK PLAN AND CONTENT CALENDAR AS A BASELINE. 4. FINANCIAL PROPOSAL (IN US DOLLARS), INCLUDING ALL APPLICABLE TAXES AND FEES. 5. AT LEAST THREE (3) REFERENCES FROM SIMILAR ASSIGNMENTS, PREFERABLY WITHIN FEMINIST MOVEMENTS AND NONPROFIT ORGANISATIONS.
<p>SUBMISSION GUIDELINES</p>	<p>INTERESTED INDIVIDUALS OR FIRMS SHOULD SUBMIT THEIR PROPOSAL VIA EMAIL TO PROCUREMENT@NAWI.AFRICA</p> <p>SUBMISSIONS SHOULD BE RECEIVED BY 5:00 PM EAT ON 8 MAY 2026.</p> <p>THE EMAIL SUBJECT SHOULD STATE: INDIVIDUAL/COMPANY NAME - SUBMISSION FOR STRATEGIC COMMUNICATIONS AND CONTENT CONSULTANCY</p>



TERMS OF REFERENCE

STRATEGIC COMMUNICATIONS AND CONTENT CONSULTANT

Introduction

The [Nawi Afrifem Collective \(Nawi Collective\)](#) is an African Feminist Political Economy collective founded in 2020 with the purpose of building a community of African feminists and organizations working on influencing, analyzing, deconstructing and reconstructing the political economy. As African Feminists, we work to “*reclaim the rich histories of Black [women] in challenging all forms of domination, in particular as they relate to patriarchy, race, class, sexuality and global imperialism*” in the context of macro-level economic systems. Our community believes that the macro-level economic systems and policies guiding our countries, and the global economy, are fundamentally at odds with life. We nurture forms of ‘contemporarity’ that transform macro-level economic discourses, practices and ways of being, offering feminist alternatives to neoliberal capitalism, neo-colonial infrastructures and cis-heteropatriarchy. Nawi centers the lived experiences and knowledge production of African feminists and women in our analysis and framing. Our African feminist politics are also expressed in our commitment to cultivate macro-level economic alternatives that are grounded in economic justice and liberation of African women, and all those oppressed by unjust systems of power.

As part of this work, Nawi produces a range of multimodal knowledge outputs including research papers, dialogues, anthologies, podcasts, and creative knowledge pieces that seek to expand and shift macroeconomic debates through a Pan-African feminist political economy lens.

In line with this, Nawi has been refining her communications strategy to ensure that its knowledge outputs are more effectively packaged, disseminated, and positioned across key audiences, platforms, and moments of engagement. This ongoing refinement has clarified the need for **dedicated communications and content support** to strengthen implementation, improve coherence across outputs, and deepen the reach and influence of Nawi’s feminist political economy work.

The Assignment

Nawi seeks a **Strategic Communications and Content Consultant** to support the implementation and ongoing refinement of its communications and dissemination approach in line with her Communications Strategy.

The consultant will ensure that Nawi’s knowledge outputs are:

- Clearly framed and accessible across priority audiences
- Strategically positioned within relevant political economy debates



- Consistently communicated across platforms and engagements

The consultant will provide support across content development, strategic communications, and implementation, contributing to stronger visibility, understanding, and uptake of Nawi's work among key actors.

Scope of Work

The consultant will undertake the following:

1. Content Development and Framing

- Review Nawi's knowledge outputs (research, dialogues, creative work, etc.) and develop clear summaries, key messages, and framing
- Translate complex political economy concepts into accessible, audience-appropriate formats
- Develop content for dissemination, including:
 - Website and knowledge portal descriptions
 - Campaign and launch assets (key messaging, toolkits, digital and other media content)
 - Briefing materials

2. Communications Strategy Implementation

- Support the execution of Nawi's communications strategy by aligning outputs with priority objectives, audiences, and targets
- Identify priority knowledge pieces for amplification
- Develop monthly/periodic content plans linked to key outputs and strategic moments
- Ensure communications outputs contribute to Nawi's influence among target audiences (e.g. feminist leaders, academics, media, cultural producers)
- Recommend updates to NAWI's communications strategy and key messages, based on audience and stakeholder responses

3. Narrative Coherence and Positioning

- Ensure consistency in how Nawi's ideas are framed across outputs, platforms, and engagements
- Strengthen articulation of the relationship between macro-level economic systems and the lived realities of African working women
- Support positioning of Nawi's work within regional and global debates
- Advise on creative and accessible methods to make Nawi's activities, knowledge and approaches known to target audiences.



4. Knowledge Packaging and Documentation

- Develop and capture the full “biographies” of Nawi’s knowledge products and projects for use on the Nawi website, ensuring they provide clear context for public audiences
- Engage with authors, associates, and contributors to better understand the context, process, and political intent of the work
- Document key projects in a way that captures their purpose, evolution, and contribution
- Support the packaging of knowledge into formats usable by different audiences (media, movement actors, researchers)
- Support the development and refinement of key institutional knowledge products, including annual reports and similar strategic publications, particularly in shaping content, narrative coherence, and overall framing
- Manage NAWI’s public-facing knowledge portal(s)

5. Engagement and Communications Support

- Provide content and messaging support for Nawi’s participation in conferences, convenings, and public engagements
- Develop briefing notes, and positioning documents

6. Coordination and Collaboration

- Work closely with the Digital Media Associate, to guide the translation of strategy into execution by providing clear messaging, thematic direction, and content framing for digital outputs and campaigns
- Provide clear thematic direction and messaging to guide digital content and campaigns
- Support internal alignment to ensure a coherent and unified Nawi voice and brand

7. Media Content, Outreach and Monitoring

- Map relevant national, regional and global media targets
- Draft media collaterals (press releases, op-eds, media invites, backgrounders etc)
- Manage media outreach, in coordination with NAWI’s communications partners
- Regularly conduct media monitoring and collate stand-out theme driving media conversation(s) around focus topics

Deliverables

1. Monthly/periodic content plans aligned with the communications strategy
2. Thematic briefs and key messaging documents for priority outputs
3. Content for dissemination, including:



- a. Website and portal descriptions
- b. Campaign and launch messaging
4. Project and knowledge product summaries (“biographies”)
5. Briefing notes and talking points for key engagements
6. Ongoing advisory support on communications and narrative positioning
7. Regular media monitoring reports

Contract Duration & Terms

The assignment is **estimated** to commence on **1st June 2026** and end on **30th September 2026** with possibility for renewal subject to the consultant’s performance and availability of funding.

Qualifications and Experience

The ideal consultant or firm should demonstrate:

- Degree in Communications, Journalism, Public Relations, Marketing, or a related field (or equivalent professional experience)
- At least 5–7 years of proven experience in strategic communications or public relations, ideally within nonprofit organisations, feminist movements, or social impact organisations
- Strong grounding in Pan-African feminist analysis and/or political economy
- Proven experience in strategic communications and content development
- Strong understanding of audience segmentation and messaging frameworks
- Ability to align communications with advocacy, fundraising, and programmatic goals
- Ability to translate complex ideas into clear, accessible, and compelling content
- Experience supporting communications strategy implementation
- Ability to interpret analytics and insights to inform and improve communications performance
- Strong writing, editing, and synthesis skills across formats
- Experience working in African or pan-African contexts
- Strong coordination and collaboration skills
- Ability to craft and deploy strategic narratives that connect Nawi’s priorities to broader feminist political economy conversations and resonate with diverse audiences
- Capacity to develop or adapt communications content in other languages spoken across the Continent (e.g. Swahili, French, Portuguese, Spanish, Arabic) is an added advantage