



FOUNDATION FOR HUMAN RIGHTS INITIATIVE (FHRI)



Terms of Reference for Training on External Communications

Introduction and Background

The Foundation for Human Rights Initiative (FHRI) is an independent, non-partisan and non-profit human rights organization. The main aim of the organization is to promote and protect internationally recognized human rights norms and standards in Uganda. The organization specializes in legal education and training, civic awareness, research, lobbying and advocacy, election observation, voter education, policy and law reform.

In 2014, the Foundation for Human Rights (FHRI) in partnership with Freedom House received a grant from the United States Agency for International Development (USAID) to implement the five-year USAID Rights and Rule of Law Program (RRL). The major beneficiaries of the program are the Judiciary, civil society and the media.

Under the auspices of FHRI, besides the component on strengthening judicial independence, the program implements institutional strengthening that sets principles, minimum standards, best practices and tools for an effective, efficient and a sustainable organization. Following the Organizational Capacity Assessment exercise conducted by AKIJUL Consultants in December 2014, FHRI adopted an Institutional Strengthening Plan (ISP) in 2015. The ISP prioritizes five thematic areas for capacity strengthening including monitoring and evaluation, fundraising and donor relations, external communications, safety and security and advocacy. The ISP guides institutional strengthening and results based planning, budgeting, program review and reporting.

FHRI holds a 27-year track record on human rights documentation and sensitive advocacy campaigns on death penalty, torture, extrajudicial killings, elections, judicial reforms and preventive arrests. Despite the fact that these campaigns are highly accredited, FHRI is faced with shrinking civic space, polarized and restrictive environment encompassing new emerging citizen led groups, beneficiaries, new ICT tools and a cash struck economy. Consequently, this has resulted in collision with the state, backlash in form of bans and suspicion. Further still, with the ever-growing workforce, it is imperative to adopt new communication initiatives with staff involvement to cultivate ownership and collective advocacy.

RRL is organizing training on external communications for staff members to maintain and improve relations with beneficiaries (poor, vulnerable and marginalized persons), stakeholders (prisons, judiciary, police, parliament, academia and CSOs) and development partners. It is imperative to establish accurate, efficient and effective internal and external communications procedures for information sharing. Quality assurance and control mechanisms are paramount.

As such, FHRI is soliciting the services of an independent consultant who will lead an interactive and learning process for skills building on the development of communication guidelines and be solely responsible for preparing deliverables as agreed. The consultant will be contracted by FHRI between 12th March to 25th March 2019 to undertake this assignment.

Purpose of training

The purposes of the training is to aid learning, participatory and consultative process in the development of communication guidelines as well as acclimatize staff with new methods of communication.

Training Objectives

- To support FHRI program staff to design internal and external communication guidelines.
- To contextualize the growing needs of our beneficiaries, stakeholders and development partners.
- To develop innovative ways to avoid backlash in line with FHRI work.
- To develop internal and external communication guidelines.

Target Beneficiaries for the Training

A total of 20 staff members will attend the training. This team mainly consists of members who directly implement programs within the organization. 1 Freedom House official will also be invited.

Resource person fees

The consultant will be paid a fee to cover ten (10) days for delivering the training, two days for presentation of training materials (handouts), two days for report writing and six days to develop the communication guidelines.

Training venue and time

The training is envisaged to take place at the Human Rights House, FHRI, John Kiyingi Road, Nsambya. The training will take place from **March 14-15, 2018**. However, preparations by the resource person have to start early in order to have quality training.

Expected Deliverables

1. Training program for the two days with clear methodologies to be used.
2. Training materials (handouts) for participants provided at the end of the training.

3. Draft training report to be submitted to FHRI for review, two days after the training.
4. Final training and consultant report submitted to FHRI four days after the training.
5. Communication Guidelines, M&E framework and budget developed and submitted to FHRI 10 days after the training.

Training Report

The training report will be written by the independent consultant and submitted to the RRL team not later than four days after the training. The report format will be determined by the resource person but should not exceed 18 pages of A4 size.

Qualifications

a) Education:

Preferably advanced degree in one or more of the following disciplines: Mass Communications; Development Communication; Organizational Communications; Journalism, or other relevant fields.

b) Experience:

- Ten years of progressively responsible experience developing, designing, production and publishing/ dissemination/ airing of communication products using various media platforms.
- Proven track record in strategic communications planning, advertising, message and IEC development among others.
- Proven knowledge human rights programing and terrain in Uganda.
- Excellent communication, interpersonal and liaison skills.

c) **Language Requirements:** Excellent written and spoken English.

Expression of interest

Competent individuals with interest to apply, please submit the following:

- ❖ A detailed CV (should clearly show previous engagement).
- ❖ A simple technical proposal with clear methodologies.
- ❖ A draft work plan clearly indicating the time allocated.
- ❖ Financial proposal/Budget breakdown for the training.

Interested individuals are requested to email their technical and financial Proposal to the Executive Director fhri@dmail.ug not LATER THAN **February 28, 2019**. Kindly copy the same to fhri91@gmail.com Please address any queries you might have to these ToRs please contact Ms. Ntanzi Rosabella at fhri@dmail.ug.