

## COMMUNICATION EXPERT

### Terms of Reference

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**Location:** Europe (Preferably Brussels)

**Languages Required:** English and French

**Starting Date:** January 2025

**Type of Contract:** Consultancy

**Duration:** 1 to 2 days per week over 6 months

**Application deadline:** 6<sup>th</sup> January 2025

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### BACKGROUND

VSF International is a global network of non-profit organizations dedicated to improving the livelihoods of vulnerable rural communities through animal health and welfare, sustainable livestock production, and natural resource management.

**To enhance its visibility in the digital landscape, communicate its project activities and achievements, and boost its social media presence, VSF International seeks support from a communication professional or agency for one day per week over six months.**

### OBJECTIVES

The support on communication focuses on two key objectives:

**A. Communication activities for the project on Community Animal Health Workers (CAHWs)<sup>1</sup> implemented by VSF International in partnership with WOAAH:**

1. Develop and disseminate project-specific content to showcase progress, outcomes and impact.
2. Highlight success stories and case studies demonstrating how CAHWs are improving livelihoods in target communities.
3. Engage stakeholders and partners with targeted project updates across digital channels and a newsletter.

**B. General communication to increase the organization's visibility**

1. Create and promote content that highlights the organization's mission, global activities, and achievements.
2. Strengthen the organization's social media presence through regular, high-quality posts and interactions with the audience

### SCOPE OF WORK

The Communication professional or agency will work in close collaboration with the VSF International Coordinator and the CAHW Project Manager. The scope of work includes:

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<sup>1</sup> <https://vsf-international.org/themes/cahws/>

## **A. For the CAHW Project:**

### **1. Content Creation:**

- Develop success stories, articles and newsletters showcasing the CAHWs project's impact.
- Prepare infographics, visuals, and other materials to convey project results effectively.
- Tailor messaging for project stakeholders and target audiences.

### **2. Social Media and Digital Outreach:**

- Create and post updates on the CAHW project progress on social media and the website.
- Highlight achievements and milestones through engaging posts and multimedia content, to enhance stakeholder engagement with the CAHWs project.

## **B. General Communication Activities:**

### **1. Content Creation and Management:**

- Develop engaging written and visual content for social media and the website.

### **2. Social Media Strategy and Management:**

- Plan and implement a monthly social media calendar.
- Boost audience engagement through interactive posts and regular updates.

### **3. Analytics and Strategy Development:**

- Track and report on digital platform performance (social media, website).
- Provide insights and actionable recommendations to improve reach and engagement.

All communication products must be produced in both English and French.

## **DELIVERABLES**

The professional/agency is expected to deliver the following:

1. A monthly social media calendar and content plan.
2. Weekly posts across VSF International's social media platforms.
3. At least one feature article, blog post, or success story per month.
4. One CAHWs newsletter per month.
5. Analytics reports on social media and website performance every two months.
6. Visual and multimedia content as needed to support communication strategy.

These deliverables can be discussed before the signature of the contract, and based on the technical proposal submitted by the candidate.

## **DURATION AND TIME COMMITMENT**

The engagement will last for **6 months**, starting in January 2025, with a commitment of **1 to 2 days per week**, to be agreed depending on the financial proposal. The day(s) can be divided into smaller segments across the week, depending on the agreed arrangement.

## QUALIFICATIONS

The ideal candidate or agency should have:

- Proven experience in communication and social media management.
- Strong writing, editing, and visual content creation skills.
- Familiarity with Wordpress, Mailchimp, Canva.
- Excellent knowledge of English and French.
- Experience in developing project-specific communication materials.
- Knowledge of the development cooperation or non-profit sector (preferred).
- Understanding of issues related to livestock, animal health, pastoralism (preferred).

## REPORTING AND SUPERVISION

The selected professional/agency will report to the VSF International Coordinator and work closely with the CAHW Project Manager.

## DUTY STATION

The consultant will be home-based, but – if based in Brussels – we can offer the possibility to work from the VSF International office. The consultant is expected to use own computer and other equipment required for the tasks.

## PROPERTY RIGHTS AND CONFIDENTIALITY CLAUSE

All products, of whatever nature, produced within the framework of this consultancy, will belong to VSF-Int without any limitation. VSF-Int decides autonomously and without limitation on the reproduction, exploitation, and all forms of use of these products.

The consultant is obliged to keep the work entrusted to them by VSF-Int confidential and to keep confidential all information and documents related to the consultancy within the framework of the mandate as defined in these Terms of Reference.

## HOW TO APPLY

Interested candidates should send an expression of interest comprising:

- Technical proposal (max 3 pages), including methodology and workplan to comply with the requirements of the assignment
- Financial proposal
- Curriculum vitae

Proposals should be written in English and sent to the following email address: [coordinator@vsf-international.org](mailto:coordinator@vsf-international.org), indicating on the subject line “Communication Expert”. The deadline for submission of applications is **6<sup>th</sup> January 2025**.