



Terms of Reference (ToR) Communications Consultant

RFP Release Date:	27th March 2025
Performance Period:	Within 183 days after the Award. (6 months)
Proposal Submission Deadline:	11th April 2025
Question/ Inquiry Submission Deadline:	3 rd April 2025
Electronic submission to the attention of:	Gurpreet Bhatia
Electronic submission:	asia@heifer.org
Contact information for inquiries about this RFP:	asia@heifer.org

1. Background

Heifer International is a global not-for-profit organization dedicated to reducing poverty and hunger while caring for the earth. Currently operating in 19 countries across Asia, Latin America, and Africa, Heifer's primary goal is to enable smallholder farmers, especially women, to achieve a sustainable living income through the creation of inclusive agricultural and livestock value chains. We emphasize limiting the environmental impact of farming and livestock activities through climate-smart agriculture and caring for the earth. Since it began operations in 1944, Heifer International has helped more than 54 million families break the cycle of poverty in over 125 countries.

Heifer International in Asia is currently operating across four countries – Nepal, India, Bangladesh, and Cambodia and impacted over 457,668 households in FY 2023. Its key thematic focus areas are livestock and agriculture value chains, market system strengthening, government partnerships, climate-smart agriculture and livestock, women empowerment, cooperatives & self-help groups, social capital, food security, OneHealth, partnerships, impact investing, innovation, and digitization, etc.

2. Scope of Work

In alignment with the International Year of the Cooperative 2025, Heifer International Asia is launching a strategic communications campaign to highlight the role of cooperatives in fostering economic resilience and sustainable development. To support this effort, Heifer Asia seeks a Communications Consultant for six months, with the possibility of an extension, to drive campaign activities, enhance social media engagement, and support strategy execution.

The consultant will be responsible for:

- Campaign Strategy & Management:
 - Support planning and implementation of the 'Year of the Cooperative' campaign.
 - Develop messaging, branding themes, and alignment across countries.
- Content Development:
 - Write and edit articles, blogs, press releases, and success stories.
 - Coordinate with graphic designers to produce visuals.
- Social & Digital Media Management:

- Manage Heifer Asia's social platforms with engaging content.
- Track analytics and adjust strategy for reach and engagement.
- Stakeholder Coordination:
 - Liaise with media, country teams, and partners.
 - Prepare talking points, briefs, and outreach materials.
- Event Promotion:
 - Support communications for launch and related events.
 - Create materials: speeches, banners, media kits.
- Monitoring & Reporting:
 - Track campaign KPIs (social, media, web).
 - Submit monthly reports and a final evaluation report.

3. Objectives

The Communications Consultant will work under the guidance of the Regional Communications Director for Asia at Heifer International to:

- Support the planning and execution of the 'Year of the Cooperative' campaign.
- Develop and manage content for PR and social media platforms, ensuring strong engagement and reach.
- Render support with hosting the campaign launch event.
- Assist in executing Heifer Asia's broader communications strategy.
- Strengthen storytelling efforts to showcase impact stories and cooperative successes.
- Coordinate with internal teams and external stakeholders for campaign alignment and visibility.

4. Qualifications and Experience

The ideal consultant should have:

- A master's or bachelor's degree in communications, Journalism, Public Relations, or a related field.
- Minimum 5 years of experience in communications, media, or marketing, preferably in the development sector.
- Proven expertise in digital marketing, social media management, and content creation.
- Strong writing, editing, and storytelling skills.
- Experience working with international organizations, NGOs, or cooperatives is a plus.
- Ability to work independently and coordinate with multiple stakeholders across different geographies.

5. Duration and Location

- The contract will be for six months with the possibility of extension based on performance and project needs.
- The consultant can be based remotely but should be available for virtual coordination and occasional travel if required.



6. Timeline

Month	Key Activities
Month 1	Onboarding, campaign planning, messaging, event planning
Month 2	Content rollout, media outreach, event planning
Month 3	Event prep and engagement
Month 4	Impact storytelling, amplification, media outreach
Month 5	Continued promotion, media features, content rollout
Month 6	Reporting and final documentation

7. Application Process

Interested candidates should submit:

- A detailed CV highlighting relevant experience.
- A cover letter explaining their suitability for the role.
- Samples or links to previous communications work (social media campaigns, articles, etc.).
- Financial proposal

The detailed CVs from the consultant should comprise the skills and experience and financial proposals. Applications will be accepted in soft copy through email and mentioning the subject line; "COMMUNICATIONS CONSULTANT to asia@heifer.org on or before Friday 11TH April 2025.

8. Payment terms:

The payment will be made at the end of each month based on the fulfillment of tasks and responsibilities for that month as per the agreed and signed-off work plan submitted by the consultant.

9. Requirements:

- We are looking for someone who could join immediately.
- The consultant should have their own laptop.

10. Reporting and Supervision

The consultant will report directly to the Regional Communications Director Asia, Heifer International, and will work closely with Heifer Asia's regional and country communication teams.