

Terms of Reference: Media & Communications Consultant, Africa Region

About us

Consumers International is the leading membership organisation for consumer groups around the world. We believe in a world where everyone has access to safe and sustainable goods and services. We bring together over 200 member organisations in more than 100 countries to empower and champion the rights of consumers everywhere. We are their voice in international policy-making forums and the global marketplace to ensure they are treated safely, fairly and honestly. We are resolutely independent, unconstrained by businesses or political parties. We work in partnership and exercise our influence with integrity, tenacity and passion to deliver tangible results.

About the project: Consumer Voice for Fair Food Prices

Rising food prices are causing serious consumer harm, and the impact is particularly severe in Africa. Some food prices appear to be excessively high, beyond what the pandemic or war in Ukraine would lead us to expect. Even before this crisis, [weak competition policy](#) was enabling food price gouging and other uncompetitive practices in many African contexts. To combat unfair pricing and to lessen the impact of rising prices for consumers in Africa, our project 'Consumer Voice for Fair Food Prices' will help to strengthen consumer and competition policy and enforcement at national and regional level.

The project builds on work by consumer organisations to raise the alarm on this issue, using their detailed knowledge of the challenges facing consumers, statutory links to competition authorities, and experience of food price monitoring and reporting – all of which will be scaled up through the project.

One of the key objectives of the project is to raise awareness across the continent through our consumer advocates and other channels on the issue of unfair food prices by sharing evidence with the competition authorities, decision-makers and the general public, including through media outreach and campaigns which target consumers. Our hope is that greater public awareness leads to increased demand for competition authorities and policymakers to act to safeguard consumers from excessive pricing.

The project targets English- and French-speaking countries across Africa, working with our Members (consumer organisations) in the region, who are already active in price monitoring and keen to strengthen visibility and advocacy.

What we need

Overview: We are seeking a communications expert in the African region, highly competent and with a track record of securing media coverage in the region. They would have a good grasp of the media landscape in focus countries (Cote d'Ivoire, Ghana, Mali, Niger, and Nigeria) and ideally be based in one of these countries with fluent English and fluent or advanced French skills. They should have good knowledge of regional and national political contexts.

The consultant would lead on delivery of the project activity ‘building demand for action through media outreach and consumer campaigns’, working together with our project manager based in East Africa, our Head of Communications and Membership and our Members in West Africa and across the continent. The project runs until January 2024.

The consultant will need to both ‘do’ and ‘advise/guide’. They should be adept at translating compelling information into engaging copy for press and have good media links and know-how on press pitching. They will be experienced in working with organisations on media and/or communications capacity building and developing strategies for media campaigns.

Scope of work

Press Engagement

1. Engage the media to ensure high-profile coverage for the project’s messages, including using project insights for compelling press releases and pitches for print, TV, and radio media.
2. Support Consumers International and select Members to attend interviews with the media, and participate in media engagements as needed.
3. Support Members on content writing and media engagement, through exploratory workshops and best practice guidance.

Campaign delivery

4. Design the concept and finalise our implementation plan for a consumer-focussed media campaign, based on a light-touch consultation with CI staff, select Members, and our funder.
5. Lead on supporting Members to deliver these campaigns in their country contexts, drafting templates for them to use and guiding them from design through to delivery.

Expected deliverables

A preliminary list of expected deliverables is below. These are for guidance and discussion, with a final version agreed and finalised at contract stage.

1. **Media coverage aiming for:**
 - Twelve original print publications across high-level national (approx. 6), regional (approx. 4) and global outlets (approx. 2)
 - Five regional and/or national radio program features
 - One television broadcast, regionally or globally.
2. **Media engagement capacity building:**
 - Two interview preparation workshops with Consumers International and/or select Members
 - Four workshops on content writing and media engagement
 - Time allocated to any follow up sessions or one-to-one support
3. **Campaign delivery support:**
 - Concept outline for a consumer-focussed media campaign.
 - Based on the concept, design a campaign pack which Members and others can use as a basis for adaptation to national settings
 - Support Members, including through two regional workshops and with time allocated to any follow up sessions or one-to-one support as needed.

Dates

- We are seeking either an individual consultant or agency to work with us on this project until the end of January 2024, and to be onboard by mid-June.
- Interviews: From late May/early June.
- Final deadline for expressions of interest: Monday 29 May.

How to apply

Please send your expression of interest (two page maximum) and CV or portfolio to recruitment@consint.org. Please detail your experience relevant to the position, your day rate, and expected days needed to meet the deliverables. In sending through your application, please include any examples of work which demonstrate your suitability for the role.

Please direct any questions to Project Manager, Davine: DMinayo@consint.org.