Terms of Reference (TOR)

Organisation	SNV
Project	RAYEE II (Resilient and Empowered Rural Young Woman through Agri-preneurship)
Assignment	Communication coordination (videography, photography, graphic design and event management)
Location	Ethiopia
Duration	June 2026 – June 2027 (12 months)
Reporting to/working with	RAYEE II Program Manager and SNV Communication Team
SNV focal point(s)	RAYEE II Communication Advisor
Starting date	Upon contract signing

1. About SNV

SNV is a global development partner rooted in the African and Asian countries where we operate. With 60 years of experience and a team of approximately 1,600 people, it is our mission to strengthen capacities and catalyse partnerships that transform agri-food, energy, and water systems to enable sustainable and more equitable lives for all.

2. Background of project and Assignment overview

RAYEE II is a five-year programme with the objective to reach one million financially disadvantaged rural young women (RYW) through agribusiness opportunities, enhancing their resilience, amplifying their voices and agency, and improving their overall quality of life. It is designed to be implemented in collaboration with Mastercard Foundation, SNV as lead partner and implementing partners - New Millennium Women Empowerment Organisation (NMWEO), the Professional Alliance for Development (PADet), The Ethiopian Catholic Church Social Development Commission Branch of Office Meki (ECC-SDOM), the Development Excellence Centre (DEC).

The programme will operate within seven regions in Ethiopia: Amhara, Oromia, Southwest Ethiopia, Tigray, South Ethiopia, Sidama and Central Ethiopia. RAYEE II will be working in over 200 Woredas across seven regions of Ethiopia and reaching underserved rural young women and other disadvantaged groups. The project's **five core** interventions include **skills development, empowering young women, facilitating inclusive financial services, markets that work** for rural young women and i**nfluencing the agri-preneurship ecosystem**.

3. Purpose of the Assignment

The purposes of this assignment are:

- **Implement the RAYEE II communication strategy** by producing high-quality, audience-tailored communication products ensuring its effective dissemination across appropriate channels to stakeholders, program participant/target groups, partners, and the wider public.

- **Create high-quality communication materials** (audio, video, photo, design and event management) across the four main areas of the program. The task involves video documentation (documentary and promotional), taking high quality photo, event management and design (newsletters, posters, infographics, manuals, and banners). These must be easy to understand for young women in rural areas with limited literacy levels and consider rural young women with disability.
- **Amplify the voices of rural young women** and document the project's progress, impact and spread our core message: "Empowered rural young women. Resilient agribusiness. Sustainable jobs."
- **Design accessible, easy-to-understand posters, infographics, manuals**, and banners tailored for young rural women with limited literacy levels, including those with disabilities
- Ensure that all communication outputs adhere to SNV's global communication standards, ethical guidelines, and visual identity principles.
- **Develop and standardize communication templates and visual identities**, ensuring consistency in branding, messaging, and layout across all project outputs.
- **Support in documenting and sharing field-level experiences and success stories**, capturing the diversity, inclusion, and real-life impact of RAYEE II interventions to inform and inspire broader sector transformation.
- Support capacity building of implementing partners on communication tools and messaging
    - Guidance on capturing and documentation of impactful photo and video
    - Guidance on what information is needed for success stories and case studies

4. Scope of Work

The scope of the consultancy covers the following:

Video Production

The consultant will produce visual content for the five core components of the project including safeguarding and GESI (Gender Equity and Social Inclusion) contents,

- **3 Impact Videos (5 minutes each):** Storytelling, documentary format, focusing on successful young women agri-preneurs, showcasing their challenge, journey, and how the project contributes to bring change in the lives of rural young women.
- **4 Campaign Videos (2 minutes each):** Fast-paced, engaging content suitable for social media highlighting specific international events such as International Women's Day (1 video), International youth day (1 video), International Day of Rural Women (1) International Day of Persons with Disability (1).
- **2 Motion Graphics:** Explain about the RAYEE II intervention (2)

Photography

- **High-Quality Photography:** Photo documenting project activities, training sessions, and major events in the project intervention areas. This will be a continuous task throughout the contract period.

Design and Illustration

- **10 separate infographics:** Visual representations of project components, theory of change, safeguarding contents, project interventions
- **10 Manual design:** Comprehensive layout and design for project training manuals.

- **Illustrations for manual:** Custom illustrations specifically designed for rural young women, persons with disability and young women with low-literacy audiences to explain technical agri-business concepts.
- **10 different poster designs:** Focused on gender, inclusion and safeguarding promoting positive social norms and youth involvement in agriculture.
- **20 different banner design:** For use at regional and during high-level events.

High Level Event Management

- **3 high-level events:** Management and organizing services for program activities, which include regional multi-stakeholder forums, trade bazaars, national launch events, or youth advisory group summits. Event is 1-2 days each

  For each of the three events, the consultant is required to deliver:
  Pre-Event: Draft and finalize one (1) event concept note and run-of-show.
  - Design and distribute digital invitations and promotional graphics (minimum of **four** assets).
  - Draft and distribute one (1) media advisory to local/national press.

  During Event (Assuming a 1 to 2-day event for up to 50 attendees): Provide on-site event coordination and media management.
  Post-Event (Within two days of conclusion):
  - Submit one (1) comprehensive post-event report detailing attendance, media reach, and key outcomes.
  - Deliver a curated gallery of at least **15** high-resolution, edited photographs.
  - Produce one (1) short highlight video (approx. 2-3 minutes) capturing the impact of the event.

5. Roles and Responsibilities

The Consultant

- Actively support and execute the communication activities of the RAYEE II program. This requires close, ongoing collaboration with the designated RAYEE II internal communications focal person to ensure all outputs align with the program's broader communication strategy.
- Travel to designated implementation sites to capture compelling, high-quality impact stories (through interviews, photography, and videography). Additionally, the consultant will guide and support local implementing partners on best practices for documenting their own impact.
- Participate in monthly evaluation and alignment meetings with RAYEE II program management and the SNV Ethiopia communications team.
- Ensure all final deliverables (video, photo and design), including raw footage and editable design files, are properly organized, labelled, and submitted to SNV Ethiopia according to agreed-upon deadlines.

SNV/RAYEE II program

- Conduct thorough and timely reviews of all draft deliverables (impact stories, videos, designs). SNV commits to providing clear, consolidated, and timely feedback to ensure the consultant can finalize assets without project delays.

- Provide the consultant with initial project background documents, branding guidelines, and any existing source files needed to begin work.

- Facilitate necessary introductions to implementing partners, assist in securing field access permissions.

6. Competency and academic qualification requirements

The lead consultants of the firm and the team it deploys for this assignment should possess the following competency and academic qualifications:

- The lead consultant should possess at least a BA degree, preferably MA, in Communications, Journalism, Public Relations, or related field.
- The consultant firm shall have at least 5 years of experience, in development communication, preferably in agribusiness and youth employment.
- Core team should include:
    - **Lead communications consultant** – Overall responsibility, strategic oversight, coordination.
    - **Content developer/writer** – Responsible for drafting stories, case studies, newsletters, and briefs.
    - **Graphic designer/visual content specialist** – Designs layouts, infographics, and templates for print and digital outputs.
    - **Illustration**: an illustrator/visual artist to sketch visual elements for manuals, posters
    - **Photographer/videographer**– Take event photos and video documentation of major events and impact stories
- The lead consultant should be physically available for consultation and alignment with the RAYEE II team
- Proven experience in developing communication materials and managing online platforms.
- Strong writing, editing, and visual storytelling skills.
- Proficiency in digital media tools, graphic design software, and content management systems.
- Experience working with international development organizations or donor-funded projects.
- Excellent interpersonal and coordination skills.
- Fluency in English; knowledge of local languages is an asset.

7. Deliverables

- 3 impact videos (five minute): **final videos and video footages must be submitted**
- 4 campaign videos (2 minutes each): final videos and video footages must be submitted
- 10 infographics design (A pager) and submit associated digital assets
- 10 booklet design (average 30 pages)
- **3 banner design for outreach materials**
- **2 Motion Graphics**
- 20 product card design (two pagers each)
- 20 banner designs
- 3 high level events
- Editable Source Files: All final designs must be submitted in their original, editable formats (e.g., Adobe Illustrator, Photoshop, InDesign).
- Video Deliverables**:** All raw video footage, alongside the final high-resolution exports of the impact and campaign videos, must be submitted.
- Provide monthly report summarizing activities, results, and recommendations
- Final report summarizing activities, results, and recommendations
- All deliverables must reflect SNV's and the Mastercard Foundation's communication and branding standards, including consistent use of templates, logos, and messaging tone.

Submit at least two samples (video, photo and design)

- NB: ***Requirement:*** **Provide a quoted cost per page for design.**

8. Evaluation criteria

The criteria by which the contract will be awarded

4.1	Mandator criteria	Result
	Company profile, that demonstrates capacity and experience of the supplier. Renewed Business License for 2018. E.C. Business Registration Certificate VAT Certificate TIN certificate	Comply or Not Comply

N.B Only those consultants meeting the mandatory criteria will be eligible for the technical evaluation.

Criteria	Maximum score
4.2 Technical criteria	
1. **Relevant Qualifications and Experience** The lead consultant should have a master's degree in communications, journalism, public relations, or a related field. And the consultancy firm should have 2 or more years of experience, in development communication, preferably in women and youth job creation programs and agriculture	15%
2. Quality of Portfolio / Samples Demonstrated ability to produce high-quality content (writing, photos, video, social media, etc.); relevance and creativity of previous work.	20%
3. Proposed Methodology and Approach Clarity, feasibility, and creativity in the proposed approach to fulfilling the ToR; understanding of assignment scope and communication strategy.	15%
4. Work Plan and Deliverables Realism and alignment of proposed timeline and deliverables with the project's needs.	15%
5. **References / Past Performance** Feedback from at least two similar assignments, client satisfaction, and ability to deliver on time and within scope.	5%
Technical Weight	70%
4.3 Financial weight	30%
Total	100%

N.B. Only those consultants scoring 50 out of 70% or above for the technical evaluation will be eligible for the financial evaluation. The contract will be awarded to the candidate with the highest combined score.

9. Contract duration and project fees

This contract shall have a duration of 12 months, commencing from the signature date of the contract between SNV and the Consultant.

The field travel expenses during the provision of the service contract (DSA and accommodation) and any communication material costs (printed materials and event materials) will be covered by SNV based on SNV policy. The consultant budget must indicate the professional fee only, including the associated tax expenses.

10. Copyright and Intellectual Property Rights

The Consultant assigns to SNV all copyright arising from the execution of the assignment. Where possible, SNV shall ensure that the Consultant is credited appropriately.

11. Safeguarding and consent

The Consultant is expected to adhere to SNV's safeguarding policies, communication standards, and ethical guidelines throughout the assignment. These include but are not limited to:

a) Safeguarding and Protection from Harm

- The consultant must comply with SNV's **Child and Adult Safeguarding Policy** and ensure that no harm, abuse, exploitation, or neglect occurs to any individual, especially vulnerable groups such as children, women, and people with disabilities, during content collection or documentation activities.
- All field staff and team members interacting with communities must undergo basic **safeguarding orientation or training**.

b) Informed Consent and Respect for Dignity

- Written **informed consent** must be obtained from all individuals featured in photos, videos, or interviews. Informed consent must include:
    - The purpose of the communication product
    - Where and how the content will be shared (e.g., social media, reports, websites)
    - The right to withdraw consent at any time
- SNV's standard **consent form** must be used, and signed forms should be stored securely and submitted with photo/video files.

c) Representation and Inclusion

- All communication materials should:
    - Portray individuals respectfully and accurately
    - Avoid stereotypes, tokenism, or portrayals that reinforce stigma
    - Reflect SNV's commitment to **diversity, equity, and inclusion**

d) Ethical Storytelling and Content Standards

- All success stories, case studies, and photos/videos should:
    - Center the voice and experience of the subject, not the organization
    - Use language that is empowering, non-extractive, and culturally appropriate
    - Follow SNV's global **communication and branding guidelines**, including visual identity, logo placement, and tone of voice

e) Do No Harm

- The consultant must ensure that communication activities do not cause emotional, psychological, social, or physical harm to individuals or communities.
- Sensitive issues (e.g., poverty, gender-based violence, health status) must be handled with care, and anonymity must be protected where necessary.

12. PRICE SCHEDULE

Category / Deliverable	Quantity	Unit Rate (ETB) With VAT	Remark
Design & Illustration			
Booklet/Manual Design (1 units avg. 30 pages)	Per Design		
Product Card Design (1 Design 2-pagers)	Per Design		
Infographic Design (1 Design 1-pager)	Per Design		
Banner Designs	Per Banners		
Multimedia Production			
Impact Videos (5-minute documentary)	Per Videos		
Campaign Videos (2-min with motion)	Per Videos		
Motion Graphics	Per Videos		
Event Management			
High-Level Event Professional Fee	Per Event Professional		
Ongoing Content Support			
Photography (professional fee per person per event)	Per Professionals		

After Evaluation, SNV may be allowed multiple awards for all deliverables.

This contract shall have a duration of 12 months, commencing from the signature date of the contract between SNV and the Consultant. Therefore, your price must be for 1 year, starting from the contract signing date.

Procedure for submission of proposal

Both the **Technical** and **Financial** proposals should be sent **separately**, only through

ettenders@snv.org

Therefore, SNV will expect **two submission emails** that are for the technical and financial offer.

Both email subjects must contain the name of the assignment and proposal type. If the consultants miss the submission procedure, they will be automatically **rejected.**

For any clarification and questions, use the following email: fayalew@snv.org

Proposals must be received by the SNV no later than **June 05, 2026**, 17:00 PM, close of business.

SNV Ethiopia, Roosevelt St. on the way from AU to Mexico Square, telephone: +251 (0)11 616 6232, P.O. Box 40675, Addis Ababa | Ethiopia

SNV Ethiopia reserves the right to accept or reject any or all bids.