

Hiring a communications agency to develop the communications strategy for the Ouagadougou Partnership Coordination Unit (UCPO)

Terms of Reference

Type of contract	Provision of services
Duration of the assignment	8 weeks

About the Ouagadougou Partnership Coordination Unit

The Ouagadougou Partnership was launched at the regional conference on population, development and family planning held in Ouagadougou, Burkina Faso, in February 2011 by the nine governments of the French-speaking countries of West Africa, to accelerate progress in the use of family planning services in Benin, Burkina Faso, Côte d'Ivoire, Guinea, Mali, Mauritania, Niger, Senegal and Togo.

The Ouagadougou Partnership is based on two principles:

- better coordination among donors to maximise support for countries
- national and regional collaboration and cooperation to address unmet needs in family planning.

The mission of the Coordination Unit is to: (1) facilitate the Partnership's processes; (2) assist countries in regularly updating, revising and renewing their Budgeted National Action Plans (BNAPs); (3) assist countries in implementing the plans and advocating to mobilise resources for their NBPAs; (4) monitor progress against targets; and (5) share information within and outside the Partnership. Its Coordination Unit, based in Dakar, Senegal, is responsible for coordinating actions and relations between donors and countries to achieve the Partnership's objectives, notably to increase the number of women using modern contraceptive methods and reach a total of 13 million users by 2030.

The Ouagadougou Partnership Coordination Unit (UCPO), based in Dakar and hosted by Speak Up Africa, plays a central role in coordination, advocacy, accountability and knowledge capitalisation within the Partnership.

By 2025, the Partnership will enter a new strategic phase through its 'Beyond 2025' strategy, characterised by a transformation of its positioning and priorities. This strategy marks a major shift towards:

- a strengthened role for the UCPO as a regional catalyst,
- an increased focus on financial sustainability and national ownership,
- the systematic integration of equity, gender and resilience issues,
- taking into account humanitarian, security and climate contexts,

- strengthened youth leadership and accountability.

In this context, communication becomes an essential strategic lever for:

- supporting policy advocacy,
- influence policies and leaders,
- strengthen regional coordination,
- highlight results and impacts,
- improve the flow of information,
- innovate,
- build new political, technical and financial partnerships
- and consolidate the OP's position as a leading regional platform.

The UCPO seeks to align its communication with its strategic priorities through a transformative, impact-driven approach. To that end, it plans to develop a comprehensive, clear and operational communication strategy. It is within this framework that this call for expressions of interest is being launched to recruit a consultancy firm (local, African or international) specialising in the development of turnkey communication strategies.

Objectives of the consultancy assignment

Overall objective

To develop an integrated communication strategy, aligned with the 'Beyond 2025' strategy, to strengthen the UCPO's role as a visionary regional catalyst and a platform for advocacy, innovation, coordination and knowledge generation.

Specific objectives

The assignment aims to:

- Conduct a comprehensive assessment of UCPO's current communications
- Clarify UCPO's strategic positioning and narrative
- Transform the communications function to increase its influence
- Translate the PO's strategic priorities into structured communication priorities
- Develop a coherent internal and external communications strategy
- Strengthen advocacy and visibility
- Structure communications around the PO's strategic pillars
- Propose an operational action plan that can be implemented immediately
- Define a framework for monitoring and evaluating performance

Deliverables

The selected consultancy firm must produce the following deliverables, ensuring their quality, operational clarity and alignment with the strategic priorities of the Ouagadougou Partnership.

I. Strategic diagnostic report

This deliverable will provide a solid analytical basis for developing the strategy. It must include:

- An analysis of current communication practices (internal and external)
- An analysis of existing tools and channels (digital, media, institutional materials, etc.)
- An assessment of the UCPO's visibility, brand awareness and positioning
- An analysis of the flow of information between the various stakeholders
- A detailed mapping of target audiences, including their expectations, needs and levels of engagement
- An analysis of the perceptions of partners (governments, donors, CSOs, young people, etc.)
- A SWOT analysis (strengths, weaknesses, opportunities, threats)
- An identification of gaps between current practices and the ambitions of the Beyond 2025 strategy
- An analysis of the integration of the gender approach into UCPO's communication

II. Strategic communication framework

The consultancy firm will be required to produce a strategic framework document, comprising:

- A clarification of UCPO's institutional positioning
- A value proposition
- A clear definition of short-, medium- and long-term communication objectives
- A conceptual framework linking communication and the strategic pillars of the PO
- A link between communication, advocacy, coordination and knowledge management
- The integration of the theory of change applied to the communication strategy

III. Strategic narrative and key messages

The consultancy firm will be required to develop a coherent, distinctive and inspiring narrative.

This deliverable must include:

- A proposal for an overarching narrative for the Ouagadougou Partnership
- A breakdown of the narrative according to the strategic pillars
- Key messages tailored to each audience (donors, governments, young people, CSOs, the media, etc.)
- Harmonised messaging for institutional communications

IV. Integrated communication strategy

The consultancy firm must propose a comprehensive strategy, including:

a) *External communication*

- Media positioning
- Press and influencer relations
- Digital communication (social media, web)
- Institutional communications

b) Internal communication

- Information flow
- Collaborative tools
- Stakeholder alignment
- Strengthening internal coherence

c) Advocacy and influence communication

- Strategies for engaging decision-makers and long-standing partners
- Strategies for recruiting new technical and financial partners
- Production of content with high strategic value
- Support for key events (ministerial meetings, international events, etc.)

d) Knowledge management communication

- Leveraging data and evidence
- Capitalising on best practices, lessons learnt, tips and tricks, key figures, etc.
- Dissemination of regional learning,

e) Image and reputation management

- The consultancy firm must incorporate into the communication strategy a component dedicated to the proactive and reactive management of the UCPO's image and reputation, particularly in rapid response contexts.

V. Budgeted communication plan

The consultancy must provide a detailed plan allowing for immediate implementation.

This plan must include:

- Operational communication objectives
- Detailed and prioritised activities
- The target audiences for each activity and the message addressed to them
- Recommended channels and tools
- An implementation timetable (24 months)
- An indicative budget estimate
- A clear division of roles (UCPO partners)

The plan must be realistic, prioritised and adaptable to the regional context.

VI. Monitoring, evaluation and learning framework

The consultancy must propose a robust performance monitoring system.

This deliverable must include:

- Performance indicators (KPIs) tailored to the objectives:
 - visibility
 - engagement
 - political influence
 - resource mobilisation
- Monitoring tools (dashboards, reporting, analytics)
- Data collection and analysis mechanisms
- A framework for periodic reporting

- An approach based on continuous learning and adaptation

VII. Recommendations

Please note: all the documents must be available in English and French

Proposal requirements

The UCPO is seeking a proposal comprising the following elements:

- Proven experience in strategic communication.
- References for similar work
- Experience in digital media, including social media management and the administration of online platforms.
- A multilingual team (fluency in English and French).

Evaluation criteria

Proposals will be assessed based on:

- Relevance of experience (30%)
- Proposed methodology and approach (30%)
- Cost-effectiveness (20%)
- Expertise of the team (20%)

Tender documentation

- Agency profile and relevant experience.
- Technical proposal describing the approach, methodology and timetable.
- Financial proposal detailing the budget breakdown.
- Team composition and CVs of key members.
- Examples of work carried out on similar projects.

Bids must be submitted **by 3 June 2026 at the latest** to talent@speakupafrika.org, with a copy to csambe@partenariatouaga.org.

Ethics and Safeguarding

Speak Up Africa is committed to ensuring that everyone we come into contact within the course of our work, whether team members, community members, programme participants or others, is treated with respect and dignity. We are committed to upholding the core principles on the prevention of sexual exploitation and abuse set out by the United Nations Secretary-General. We will not tolerate child abuse, sexual exploitation, abuse or harassment.

by or against our team members. As part of our commitment to a safe and inclusive working environment, team members must behave professionally, respect local laws and customs, and consistently adhere to Speak Up Africa's code of conduct and values.

Diversity, Equity and Inclusion

Our journey toward fulfilling our mission starts with assembling a diverse and collaborative team. By welcoming individuals from varied backgrounds, beliefs, experiences, and perspectives, we strengthen our collective ability to address complex global challenges. We aim to cultivate a culture rooted in trust and respect, where everyone feels free to share their authentic perspectives, realize their individual and team potential, and work together to produce high-quality results.