



**Request for Proposals
1,000 Days Initiative**

Posted Date:	December 12, 2022
Title:	Global Communications Consultant
Anticipated Period of Performance:	January 16 through April 30.
Proposals Due:	January 6, 2023

I. INTRODUCTION & BACKGROUND

FHI Solutions strives for a world where optimal nutrition is a birth right. We want to see everyone reach their highest, greatest potential. We focus on positive change for nutrition through action, learning, and sharing.

As a member of the FHI 360 family, we are an international non-profit and impact network with experts in social behaviour change, data for decision making, technical innovations, advocacy, and sustainable development – working for a world with optimal nutrition for everyone. Specializing in innovation management, we strive to bridge health and nutrition sectors with those working in social impact.

FHI Solutions was established in 2008 and is an international organization and impact network focusing on sourcing and scaling innovations to ensure optimal nutrition for everyone. Today, we reach millions of people across 30 countries in Africa and Asia. We are especially committed to supporting women and girls so that everybody has a voice in their country's development. To learn more, visit: <https://www.fhisolutions.org/>.

II. SCOPE OF WORK AND TASK DESCRIPTION

The consultant will engage in the following activities:

1. Social Media and Website

- Develop content for the FHI Solutions' [Twitter](#) and [LinkedIn](#) channels. Aim to average three posts on Twitter and two on LinkedIn per week but depending on activity, some weeks may be more, some less.
- Develop ideas and recommendations, ideate with, and write talking points for the Managing Director of FHI Solutions to tape four, short videos to publish on social channels.
- By end of assignment, provide a brief recommendation summary of how FHI Solutions could strengthen its social media presence.
- Coordinate and support 1,000 Days' Initiative Director to manage updates to the FHI Solutions website.

2. Collateral design and digital campaigns

- Working with FHI Solutions leadership, manage design needs for existing projects.
- Work with FHI Solutions' three centers of excellence to develop and execute digital campaigns in support of key objectives.

3. **Communications and Marketing counsel**

- Join meetings with advocacy and program colleagues related to key projects and provide counsel on how to maximize the project through potential communications and marketing strategies.

Education:

- Bachelor's Degree in Communications, Public Relations, Journalism or related field.

Qualifications:

- Minimum of 6-8 years' experience in communications and marketing for Global Health, Nutrition, International Development, Foreign Assistance sectors or other related fields.
- Proven success with social media and scheduling software.
- Excellent customer service skills and ability to work fluidly across teams and assignments.
- A strong knowledge of global nutrition programs, ranging from malnutrition interventions to climate change adaptation, is preferred.

III. Anticipated Timeline

The consultant will report to the 1,000 Days Initiative Director. This opportunity is to cover a maternity leave from a full-time employee that is anticipated to last from January 15 through April 30, 2023.

IV. ANTICIPATED CONTRACTUAL MECHANISM

FHI Solutions anticipates issuing a Daily/Hourly Rate/not-to-exceed contract to the offeror(s) whose proposal is most advantageous. The agreement will be issued to the responsive offer that is selected as the highest scorer on a best value basis. Payments will be based on actual hours worked on approved activities. Certified invoices will be submitted on a routine basis and payments will be contingent on timely submission and approval of deliverables. The total budget for the consultant agreement will take into account an estimated 18-20 hours of effort a week at the negotiated hourly rate

V. PROPOSAL INSTRUCTIONS AND DEADLINES

Responses to this RFP should be submitted by email to the attention of Lina Constien, Project Manager, LConstien@fhi360.org and cc: Allyson Garner-Spencer, agarner@fhisolutions.org, no later than **January 6, 2023 at 5 p.m. ET**. Proposals received after this date and time may not be accepted for consideration. FHI Solutions will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format.

Any questions or requests for clarification need to be submitted in writing to the same email addresses noted above by **January 5 at 5 p.m. ET**. Answers will be shared with all parties that have expressed interest. No telephone inquiries will be answered.

All email correspondence should reference “Global Communications Consultant” in the subject line.

VI. SUBMISSION REQUIREMENTS

To be considered, bidders must provide via email:

1. An updated CV (maximum 3 pages)
2. An expression of interest letter or cover letter
3. A proposed hourly rate, along with a completed and signed Biodata Form*

4. At least two references from clients for which you have performed similar work was performed and/or examples of that work.
5. Email address where confirmation of submission can be sent.

VII. SCORING CRITERIA

Proposals will be scored on a best value basis by an evaluation committee as follows:

- A. CV, expression of interest letter and proposal: 60 points
- B. Proposed hourly rate: 40 points

VIII. MISCELLANEOUS

WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn by written notice or email received at any time before award.

FALSE STATEMENTS IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become property of FHI SOLUTIONS LLC.

DISCLAIMERS AND FHI SOLUTIONS LLC PROTECTION CLAUSES

- FHI Solutions may cancel the solicitation and not make an award
- FHI Solutions may reject any or all responses received
- Issuance of a solicitation does not constitute an award commitment by FHI Solutions
- FHI Solutions reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions
- FHI Solutions will not compensate offers for response to solicitation
- FHI Solutions reserves the right to issue an award based on initial evaluation of offers without further discussion
- FHI Solutions may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
- FHI Solutions may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP
- FHI Solutions has the right to rescind an RFP, or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI Solutions' client, be it funding or programmatic
- FHI Solutions reserves the right to waive minor proposal deficiencies to promote competition
- FHI Solutions may contact offerors to confirm contact person, address and that bid was submitted for this solicitation