



HONEYGUIDE

Scope of Work for Consultant
Development of Communications Strategies for Wildlife Management Areas (WMAs) in
Tanzania

1. Project Overview

Wildlife Management Areas (WMAs) in Tanzania play a crucial role in conserving biodiversity, supporting community livelihoods, and fostering partnerships with key stakeholders. To enhance their impact, WMAs require robust and cohesive communication strategies tailored to their unique contexts.

This consultancy will focus on developing strategies for eight WMAs: Kimbanda, Kisungule, Chingoli, Mbarang'andu, Nalika, Magingo, Waga, and MBOMIPA, located in Ruvuma, Lindi, and Iringa regions. The strategies will aim to elevate the WMAs' visibility, strengthen stakeholder engagement, and raise awareness of conservation efforts and community benefits.

2. Objectives

The consultancy seeks to achieve the following:

- **Enhance Communication Processes:** Improve internal and external communications for the WMAs.
 - **Raise Awareness:** Promote understanding of the WMAs' roles in conservation and community development.
 - **Strengthen Stakeholder Relations:** Build and sustain relationships with key stakeholders, including government agencies, conservation organizations, donors, and local communities.
 - **Foster Effective Information Sharing:** Improve advocacy, media relations, and dissemination of key messages.
 - **Showcase Achievements:** Highlight the successes and future aspirations of the WMAs.
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3. Scope of Work

The consultant will undertake the following activities:

1. Situation Analysis

- Evaluate the current communication efforts, identifying strengths, weaknesses, opportunities, and threats (SWOT).
- Conduct a stakeholder perception analysis to determine expectations and gaps.
- Review communication tools and channels currently in use.

2. Stakeholder Engagement

- Organize consultations with government officials, conservation bodies, community leaders, and donors.
- Conduct focus group discussions with local communities to identify their communication needs and preferences.

3. Strategy Development

- Create comprehensive communication strategies tailored to each WMA.
- Define target audiences, key messages, objectives, and recommended tactics.
- Recommend appropriate communication channels (e.g., digital, print, community-based) for each audience.
- Set clear Key Performance Indicators (KPIs) to evaluate the strategies' success.

4. Content Development

- Prepare a content plan with tailored messaging for policymakers, local communities, conservation partners, and tourists.
- Provide templates and guidance for communication materials, including brochures, press releases, newsletters, and social media posts.

5. Capacity Building

- Deliver training sessions for WMA staff on communication techniques and digital tools.
- Develop a practical communications manual for staff, covering best practices in media relations and crisis communication.

6. Implementation Support

- Provide hands-on guidance during the initial implementation phase.

- Develop a communications calendar for coordinated activities and outreach events.

7. Monitoring and Evaluation

- Establish a framework to measure the effectiveness of communication efforts.
 - Recommend ongoing adjustments to improve communication strategies.
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4. Duration

The consultancy will span 1.5 months, from 5th December 2024 to 20th January 2025. The consultant will provide regular progress updates to the WMA management team and Honeyguide Foundation.

5. Deliverables

The following deliverables are expected:

1. Situation Analysis Report: Detailed findings on communication gaps and stakeholder insights for all eight WMAs.
2. Comprehensive Communications Strategies: Complete strategy documents tailored to each WMA.
3. Content Plan: Guidelines for messaging and material development.
4. Training Sessions: Capacity-building workshops and training materials for WMA staff.
5. Monitoring & Evaluation Framework: Tools to assess strategy effectiveness.
6. Monthly Progress Reports: Updates on milestones and implementation status.

Milestones:

- Week 3: Submission of the situation analysis report.
 - Week 4: First draft of communications strategies.
 - Week 5: Stakeholder endorsement meetings for the strategies.
 - Week 6: Finalized strategies and an activity summary report.
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6. Budget and Payment Terms

Payments will be made in two installments:

- 60% upon commencement of the assignment.
 - 40% upon submission and approval of the final report.
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7. Confidentiality

All information gathered during this consultancy remains confidential and must not be disclosed without prior consent from the Honeyguide Foundation.

8. Consultant Qualifications

The ideal consultant will have:

- Proven experience in developing communication strategies, especially in conservation or wildlife projects.
 - Familiarity with Tanzania's cultural, linguistic, and environmental context.
 - Strong stakeholder engagement and facilitation skills.
 - Expertise in media relations, digital communication, and content development.
 - Knowledge of wildlife conservation and community-based resource management.
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9. Reporting

The consultant will report to Angelo Kihaga (0765330213) or and Sylvester Mselle (0764849374) and provide regular updates on the progress of the evaluation

10. Submission of Proposals

IMPORTANT: Send the application and the related documents to this e-mail: job@honeyguide.org , in the Subject line you must put: **Consultant Development of Communications Strategies.**

You need to include the following with your application.

1. A detailed proposal outlining the methodology, timeline, and budget.
2. A summary of relevant experience and qualifications.
3. Samples of previous work in communications strategies, preferably in conservation contexts.

Deadline for submission: 6 December 2024