

Terms of reference (ToR) for the Recruitment of national expert on Communication



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I. information General

1.1 *Brief information on the project*

The objective of the Better Migration Management (BMM) Programme is to improve the management of safe, orderly, and regular migration based on human rights principles, and to support the relevant national authorities in combating human trafficking and migrant smuggling both within and beyond the Horn of Africa region.

The project is funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ). The fourth phase of the Better Migration Management Programme (BMM IV) officially commenced on 1 October 2025, building on the achievements of the previous three phases and consolidating approaches that have proven effective. BMM IV aims to strengthen migration management in the Horn of Africa through partnerships with governments, civil society organizations, and regional and international stakeholders.

The programme continues its interventions through two main components:

1. Strengthening institutions in the fight against human trafficking (THB) and migrant smuggling (SoM);
2. Protecting vulnerable migrants and victims of trafficking, while promoting sustainable solutions.

The project is implemented through a partnership between Civipol, the International Organization for Migration (IOM), the United Nations Office on Drugs and Crime (UNODC), and the lead organization, the German Agency for International Cooperation (GIZ). The target countries in the Horn of Africa are Djibouti, Ethiopia, Kenya, Somalia, and South Sudan. In implementing the BMM Programme, GIZ assumes a dual role: coordinating the activities of the implementing partners based on the agreed annual work plan and directly implementing selected programme activities.

1.2. *Context*

GIZ, in consultation with its national partners and stakeholders during the annual planning workshop, identified the need to support the Ministry of Women and Family in developing the Ministry's comprehensive national communication strategy, including a component focused on the protection of vulnerable migrant groups, to achieve the objectives set under Component 2.

As part of the implementation of its policies aimed at promoting women's rights, protecting the family, and strengthening social cohesion, the Ministry of Women and Family of Djibouti seeks to enhance the effectiveness and reach of its institutional communication.

Considering the challenges related to access to information, sociocultural norms, and the need to better showcase and promote its interventions, the Ministry intends to develop a structured, inclusive, and context-appropriate communication strategy tailored to the national environment.

Job Description

Objective:

To support the partners, in complement to the project's institutional framework, this consultancy aims to develop a clear, coherent, and operational communication strategy designed to enhance the visibility of the Ministry's actions, strengthen stakeholder engagement, and promote behavioral change, while integrating migrant groups to ensure their protection.

Main Tasks

- Analyze the Ministry's current communication practices.
- Identify target audiences and their information needs.
- Define key messages tailored to different target groups.
- Propose effective communication channels and tools.
- Develop a detailed and budgeted action plan.
- Establish monitoring and evaluation indicators

Expected Results

This consultancy will enable the Ministry of Women and Family to:

- Conduct a rapid assessment of current communication practices.
- Identify target audiences (urban and rural populations, youth, community leaders, vulnerable migrants, etc.).
- Define key messages tailored to the Djiboutian context, develop communication materials (posters, brochures, roll-ups, etc.), and select the most appropriate communication channels.
- Develop a communication strategy validated by the Ministry of Women and Family (MFF) and national partners.
- Produce a budgeted and operational communication plan (short, medium, and long term).
- Establish a monitoring and evaluation framework with performance indicators.

Timeline and Key Milestones

Implementation period: The expected duration of the contract runs from 06 September 2026 to 10 December 2026 and includes a maximum of twenty-five (25) consultancy days.

Deliverables	Submission date
Diagnostic report	13 September 2026

Draft strategy concept for discussion	24 September 2026
Validated communication strategy	06 October 2026
Budgeted and operational communication plan (short, medium, and long term), based on the national strategy	19 October 2026
Monitoring and evaluation framework including performance indicators for the implementation of the national communication strategy	25 November 2026
Final consultancy report	02 december 2026

II Tender Requirements

1. *Pertinence du concept proposé*

- The concept demonstrates a good understanding of the assigned mission.
- Good understanding of the mission of the Ministry of Women and Family, as well as its various departments.
- The concept demonstrates an understanding of the needs and the importance of including vulnerable groups in the communication strategy, and proposes ways to ensure this inclusion.
- The concept should propose a clear methodology for developing the communication strategy in collaboration with the Ministry of Women and Family.
- The concept should also include a provisional implementation timeline.

2. Skills and qualifications of a candidate

2.1 Expert 1:

2.1.1 General qualification

- A degree in economics, social sciences, science, or any equivalent field (minimum Bachelor's degree +4).
- 7 years of solid experience with increasing responsibilities in institutional reform and public administration management.
- 5 years of experience in national, regional, and international policy frameworks.
- 5 years of confirmed experience in communication and in designing various communication tools.
- Strong reporting skills and ability to ensure capacity transfer.

Commented [TH1]: Please provide a minimum amount of years for each experience you ask for : for example: 6 years of experience developing communication strategies, same for country knowledge and language.

- 7 years of prior consultancy experience with the Ministry of Women and Family and/or other state institutions in the implementation of public policies and communication at national and/or local level.

2.1.2 Experience in the region

5 years of experience in Djibouti

2.1.3 Compétences linguistiques :

C1 level in French and B1 level in English

3. Description of Expected Contributions

Compensated days	Number of the expert	Number of the day by expert	Comments
Develop a diagnostic report on current communication practices, to be shared with the MFF and GIZ.	1	4	
Develop, share, and validate with consulted partners the outline of the national communication strategy.	1	4	
Elaborate the report for the Ministry of Women and Family's national communication strategy in line with the validated outline.	1	10	N/A
Present and validate the national communication strategy during a validation workshop with the MFF and its partners.	1	1	
Develop and propose to the MFF a budgeted and operational communication plan (short, medium, and long term) based on the national strategy.	1	3	N/A
Develop and validate with the MFF a monitoring and evaluation framework, including performance indicators for the implementation of the national communication strategy.	1	3	

Travel expenses	Number of experts	Number of days/nights per experts	Comments
• Per-diem allowance in country of assignment	0	N/A	
• Overnight allowance in country of assignment	0	N/A	
• Travel costs (train, private vehicle)	0	N/A	
Flights	Number of experts	Number of flights per experts	Comments
• International flights	N/A	N/A	
• Domestic flights	N/A	N/A	
Other costs	Number of experts	Amount per experts	Comments

4. Requirements for Submission of the Offer

The CV submitted by each expert must not exceed four (4) pages. The concept note must not exceed five (5) pages.

If either of these page limits is exceeded, any content beyond the permitted limit will not be considered in the evaluation. External content (for example, website links) will also not be considered during the evaluation.

5. Application procedures

Please submit your CV and technical proposal in a single envelope, and your financial proposal in a separate envelope, to the following address:

GIZ- Djibouti Office
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Ethiopia & Djibouti
Tour GXA, Avenue Mohamed Haid, Lotissement du Marabout
4th Floor
République de Djibouti



Applications in French are accepted.

Please indicate in your application the full name of the consulting firm or individual consultant. Please note that if any of the documents mentioned above is not provided, your application will not be considered.