



REQUEST FOR PROPOSALS

COMMUNICATION CONSULTANT

Issued by
The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

This consultant will support GAIN’s [Workforce Nutrition portfolio](#), which aims to improve the nutrition of workers and farmers in low- and middle-income countries or communities, with a particular focus on supply chain workers. This is an exciting and growing area of GAIN’s work which is gaining traction, with a significant opportunity for outreach and engagement around the 2021 [Nutrition for Growth Tokyo Summit](#). GAIN has a broad portfolio of country and global-level projects on Workforce Nutrition, with a number of partnership with businesses and business alliances.

The consultant will work with the Workforce Nutrition team and GAIN’s communications team to engage target audiences and contribute to the goals of the Workforce Nutrition programme’s goals. This piece of work offers an interesting opportunity for a consultant to work with an established team on an important agenda, with flexibility in terms of location and limited travel. The team is looking for someone who can work with them to inspire businesses and other stakeholders to take positive action to bring better nutrition for their workers and employees.

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for the RFP.

II. TASKS AND RESPONSIBILITIES

The team is looking for a consultant to work for **6-8 days a month over 1 year** to support the team to:

- 1) Support the [Workforce Nutrition Alliance](#) (WNA), an alliance launched by the Consumer Goods Forum (CGF) and GAIN in October 2019. To advocate for an increased focus on Workforce Nutrition:

- Advocacy to inspire businesses and other stakeholders to positive action towards better nutrition for their employees, including supply chain workers.
- Support all communications work through both UN Forum on Sustainability Standards (UNFSS) and Nutrition for Growth (N4G) opportunities to communicate about the Workforce Nutrition Alliance and employer commitments.
- Support consistent overall look and feel of the Workforce Nutrition Alliance site, messages and tools.

2) Support communications around the global nutrition tea programme with the Ethical Tea Partnership and 8 private sector companies:

- Influence the narrative for the tea sector and shift the dialogue towards a more positive conversation about tea and nutrition.
- Develop compelling human-interest stories gathered by partners to show how we are changing lives in tea communities (10 stories by the end of 2022).
- Inspire businesses and other stakeholders to take positive action to support better nutrition in tea supply chains.
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3) Prepare **publications** (documents, briefing papers, working papers)as needed for GAIN's Paper series as needed, including:

- Discussion papers on country-level results, issues and programmes – working papers,
- Support copy edits on other papers as needed.

4) Develop and implement strategies to support GAIN's Workforce Nutrition priorities, including:

- Social media: developing strategies and creating and publishing engaging social media content.
- Promoting publications and events.
- Proposing innovative approaches to increase audience engagement.
- Supporting communications for country programme work as needed, including in Mozambique, Ethiopia, Nigeria and Bangladesh.
- Press releases as needed.

5) Time-specific deliverables:

- Materials around the close of projects in a Mozambique pilot and a Bangladesh garment programme with local comms team but for an international audience (Q1 2021)
- Keep Food Markets Work' programme: workers' vulnerability due to COVID paper Q2 2021.

III. REQUIREMENTS & QUALIFICATIONS

Competencies

Essential:

- Excellent communication skills in English, both oral and written.
- A creative mindset, and a proactive and confident attitude.

- A proven track record of translating complex and technical information into material for an intelligent layperson, tailored to different audiences, especially business audiences.
- Experience of engaging private sector companies towards collective action.
- Able to work in a demanding business environment with business associations.
- Proven track of successful communication – ideally on nutrition - to the business world in form of social media campaigns and storytelling.
- Self-starter with an ability to prioritise and multi-task in a fast-paced, deadline driven environment.
- Strong team player and the ability to work with diverse multicultural team in a fast-paced environment.
- Up to date with the latest trends and best practice in social media marketing.
- Hands on, flexible attitude and with a strong feeling for people, and strong social skills.
- An eye for details, while maintaining the focus on the bigger picture.

Desirable:

- Knowledge and understanding of nutrition international summits in the 2021 (UN-Food System Summit, Nutrition for Growth summit).
- Knowledge and understanding of nutrition audiences.

Experience

- 7 years or more of exceptional experience in the field of communications, advocacy, creative story-telling.
- Experience in translating content to business audiences.
- Passion for creative storytelling and new ideas with examples to showcase these.
- Previous experience working in a diverse and dynamic environment reaching the business audience.
- Desirable: previous experience working for nutrition-related programmes.

Education

- Undergraduate or masters degree in communications, marketing, public relations, journalism, international relations development studies.

Other requirements

- Fluent written and spoken English.
- Any other language would be an asset

IV. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. CONTACT

Please direct all inquiries and other communications to workforcenutrition@gainhealth.org with the reference: WFN COMMUNICATION CONSULTANT.

2. BUDGET

We are looking for a consultant to work with us for 6-8 days a month over 1 year. Applicants are required to provide GAIN with a day rate and proposed approach (see “submission” below). The final budget amount will be approved by GAIN before starting the project.

3. SUBMISSION

Interested candidates should submit the following:

- Short CV / Resumé, including links to past work (or please attach past work).
- Expected daily compensation in USD.
- Letter outlining suitability and interest (maximum 2 pages).
- All of these should be included in the application email and sent to workforcenutrition@gainhealth.org

The following applications will automatically not be considered or accepted:

- Applications submitted after the deadline
- Proposals received by fax
- Incomplete proposals

4. DEADLINE

Completed applications should be submitted to workforcenutrition@gainhealth.org GAIN **before 3 January 2021 at 00:00 Central European Time.**

5. ACCEPTANCE

GAIN will not necessarily accept the lowest cost or any of the applications submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

6. COMPLETION

- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.



- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

7. RIGHTS OF REJECTION

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

8. REFERENCES

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

9. RELEASE OF INFORMATION

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.

V. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. EVALUATION CRITERIA

Applications will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work;
- Applicant shall demonstrate a clear understanding of the deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP;
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- A duly completed offer of services.

GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.

5. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

6. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

7. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

8. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

9. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

10. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid



to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.