TERMS OF REFERENCE:

Engagement of a Social Media Campaign Consultant/Agency to Manage and Amplify the "Komesha FGM Sasa" Campaign

Background

Echo Network Africa Foundation, alongside UNFPA through European Union Funding, is implementing interventions aimed at eliminating Female Genital Mutilation (FGM), Child Marriage, and other harmful cultural practices. The programme seeks to strengthen community awareness, promote positive social and gender norms, protect the rights of women and girls, increase knowledge of available prevention services, and engage men and boys as allies of change.

As part of these efforts, Echo Network Africa Foundation intends to engage a qualified digital media agency to manage and amplify the "Komesha FGM Sasa! Msichana Salama, Jamii Imara" social media campaign across Isiolo, West Pokot, and Tharaka Nithi. The campaign will leverage TikTok, Twitter, Facebook, LinkedIn, and Instagram to extend the reach of approved awareness messages, engage priority audiences, and encourage collective action towards ending FGM and Child Marriage.

Overall Objective

To increase public awareness and engagement on FGM and GBV prevention, protection, and available support services through strategic media buying, targeted graphic design, and influencer-generated content, reaching at least 2 million people with the "Komesha FGM" campaign message.

Scope of Work and Specific Tasks

The agency will undertake the following tasks:

- Develop a campaign strategy identifying priority audiences in Isiolo, West Pokot, and Tharaka Nithi, defining appropriate platforms and messaging approaches.
- Design localised static visual assets, including campaign posters, infographics, and social media cards.
- Identify, contract, and manage local digital influencers across the three counties to produce localised video content tailored to their specific audiences.
- Deploy one videographer on a documentation trip to one target county (maximum 3 days) to capture high-quality footage, community interactions, and survivor stories. Note that Echo Network Africa Foundation will provide ground transport and cover

accommodation and meals for the assigned agency personnel; the agency financial proposal should only cover the professional labour time.

- Implement a paid social media promotion plan across Facebook, Twitter, Instagram, TikTok, and LinkedIn to guarantee the 2 million reach target.
- Provide a campaign monitoring framework, periodic progress updates, and a final performance report supported by platform analytics.

All agency-designed graphics and influencer-produced videos must be submitted to Echo Network Africa Foundation for technical and safeguarding review before publication.

Expected Deliverables

1. Develop and submit a clear social media plan indicating targeted reach, audience demographics, and the specific digital platforms to be employed.
2. Develop a comprehensive toolkit of social media messages, static graphics, and influencer-generated video content for Echo Network Africa Foundation's approval prior to publication.
3. Provide evidence of publication across at least five digital platforms, demonstrating the final number of people reached against the 2,000,000 target.
4. Submit a comprehensive media monitoring report indicating who was reached, channels used, audience responses, and audience demographics.

Target Audience

- Men and boys as agents of positive social and gender norm change.
- Women and girls, including adolescent girls and young women.
- Parents, caregivers, and families.
- Elders, cultural leaders, and traditional leaders.
- Religious leaders and faith-based institutions.
- Community leaders and local administrators.
- Teachers, youth groups, and civil society organisations.

Communication Platforms

- **Facebook:** Paid awareness campaigns, infographics, community messaging, and audience engagement.
- **Twitter:** Short awareness messages, campaign hashtags, advocacy messages, and stakeholder engagement.
- **Instagram and TikTok**: Influencer-generated visual storytelling, Reels, short videos, and campaign graphics.
- **LinkedIn:** Institutional advocacy, stakeholder engagement, and sharing of campaign outcomes.

Performance Indicators

- **Total reach:** At least 2,000,000 unique individuals.

- **Platforms activated** 4 platforms minimum.
- **Content Published:** Delivery of the graphic toolkit and influencer-generated videos.
- **Final report** submitted with 100 per cent platform analytics and advertising expenditure evidence provided.

Duration of the Assignment

The assignment will be implemented within a three-week campaign period in November 2026.

Technical and Safeguarding Requirements

- Ensure all distributed content is survivor-centred, gender-sensitive, culturally appropriate, and rights-based.
- Protect the confidentiality, dignity, and privacy of survivors and children.
- Comply with Echo Network Africa Foundation safeguarding, PSEAH, data protection, and communications requirements.
- Moderate audience interactions involving harmful, discriminatory, or abusive content.

Required Qualifications and Experience

- Proven experience in digital marketing, media buying, graphic design, and influencer management.
- Demonstrated ability to design and implement high-reach digital awareness campaigns.
- Experience in GBV, FGM, gender equality, or development communication is an added advantage.

Application Requirements

Interested consultants or firms should submit the following by 7th November 2026 to **procurement@enafrica.org**:

- A brief technical proposal outlining the proposed implementation approach.
- A detailed financial proposal clearly separating professional agency fees, influencer compensation, and paid media expenditure.
- Portfolio of similar assignments, graphic design samples, and evidence of previous campaign analytics.