



SCOPE OF WORK

Consultancy Services: African World Heritage Fund 20th Anniversary Visibility and Strategic Communications Support

1. Background

The African World Heritage Fund (AWHF) is an intergovernmental organisation established in 2006 by the African Union and UNESCO to support the effective conservation and protection of Africa's cultural and natural heritage of Outstanding Universal Value. As the only Fund dedicated to supporting the implementation of the 1972 World Heritage Convention in Africa, AWHF plays a critical role in strengthening capacity, mobilising resources, and coordinating technical and financial assistance to African States Parties.

In 2026, AWHF will celebrate its 20th Anniversary, marking two decades of advancing Africa's heritage agenda globally. The anniversary will be commemorated through a series of high-level events, strategic engagements, fundraising initiatives, and flagship publications running from April 2025 through December 2026.

To ensure enhanced visibility, strategic positioning, and sustained brand recognition during this milestone period, AWHF seeks to appoint a qualified consultant to support the Partnerships and Communications Section in delivering a coordinated 20th Anniversary visibility and communications strategy.

2. Purpose of the Consultancy

The purpose of this consultancy is to:

- Elevate AWHF's continental and global visibility during its 20th Anniversary campaign.
- Position AWHF as a leading heritage financing and technical support mechanism in Africa.
- Strengthen brand presence across digital, media, institutional, and diplomatic platforms.
- Support fundraising and partnership objectives through targeted communication outputs.
- Ensure cohesive messaging across all 20th Anniversary events and publications.

3. Scope of Work

The Consultant will work closely with the Head of Partnerships to deliver the following:

3.1 Strategic Communications & Visibility Planning

- Develop a 20th Anniversary Visibility & Communications Strategy (2025–2026).
- Craft key messaging aligned with AWHF Vision 2035 positioning.
- Develop a stakeholder communications matrix (donors, governments, private sector, media, UNESCO, AU).
- Provide a brand amplification roadmap for priority platforms

3.2 Media & Public Relations

- Develop a comprehensive media engagement plan (Africa and international).
- Draft press releases, op-eds, feature stories, and executive talking points.
- Identify and coordinate strategic media partnerships.
- Support high-level interview preparation for AWHF leadership.
- Develop a media kit for the 20th Anniversary.

3.3 Digital & Social Media Campaigns

- Develop a 20th Anniversary digital campaign.
- Design a thematic content calendar.
- Propose creative storytelling approaches (impact stories, beneficiary profiles, partner spotlights).
- Develop campaign hashtags and digital engagement strategy.
- Monitor analytics and provide monthly performance reports.

3.4 Anniversary Publications & Visibility Materials

Support strategic positioning of:

- 20th Anniversary Coffee Table Book
- Impact Grants Booklet
- Special Anniversary Publication
- Anniversary visual identity toolkit (logo adaptation, templates, banners)

3.5 Event Communications Support

Provide visibility support for flagship events including:

- AWHF 20th Anniversary Celebrations Event
- UNESCO World Heritage Committee sessions
- UNESCO Africa Week engagements
- Vision 2035 Reflection Colloquium (Uganda)

Support includes:

- Event messaging frameworks
- Programme branding guidance

- Visibility and sponsorship recognition strategy
- Event communication toolkits

3.6 Fundraising Positioning Support

- Align communications outputs with fundraising objectives.
- Develop sponsorship visibility value propositions.
- Prepare high-impact donor engagement briefs.
- Support case-for-support messaging refinement.

4. Deliverables

The Consultant will produce:

1. Inception Report with detailed workplan (within 2 weeks of commencement).
2. 20th Anniversary Communications & Visibility Strategy.
3. Messaging Framework & Stakeholder Matrix.
4. Media Engagement Plan & Media Kit.
5. 12-month Digital Campaign Content Calendar.
6. Quarterly Analytics & Impact Reports.
7. Anniversary Brand & Messaging Toolkit.
8. PR outputs:
 - 6 press releases
 - 4 thought leadership articles/op-eds
 - 10 impact stories
9. Final Consultancy Report with recommendations for post-2026 sustainability.

5. Duration of Assignment

The consultancy will run for **09 months** with possibility of extension based on performance and availability of funds.

Consultancy term: 01April 2026 – 31 December 2026

Approximately 8 working days per month, 15 hours per week.

6. Reporting and Coordination

The Consultant will report directly to:

- Head of Partnerships (Primary Supervisor)
- Executive Director (Strategic Alignment)

The Consultant will work remotely with periodic virtual meetings and may be required to support selected high-level events (subject to budget availability).

7. Required Qualifications and Experience

Education

- Advanced university degree in Communications, Public Relations, Marketing, Journalism, International Relations, or related field.

Experience

- Minimum 10 years' experience in strategic communications and visibility.
- Proven experience supporting high-level international organizations, foundations, or multilateral institutions.
- Demonstrated experience in anniversary or milestone campaigns.
- Strong media relations network (Africa and international).
- Experience in fundraising communications and donor positioning.
- Familiarity with UNESCO and/or African Union systems is an advantage.

Competencies

- Excellent writing and editing skills.
- Strong strategic thinking and positioning capability.
- Digital campaign management expertise.
- Ability to engage senior stakeholders.
- Cultural sensitivity and understanding of African institutional contexts.

8. Evaluation Criteria

Proposals will be evaluated based on:

- Technical approach and understanding of the assignment (30%)
- Relevant experience and portfolio (30%)
- Proposed methodology and workplan (20%)
- Financial proposal (20%)

9. Application Requirements

Interested consultants are invited to submit:

- Technical Proposal
- Detailed CV
- Portfolio of relevant work
- Financial Proposal (daily rate and estimated total cost)
- Two references