

British High Commission Kigali: call for proposals to raise awareness of Commonwealth campaign

Rwanda will be hosting the Commonwealth Heads of Government Meeting (CHOGM) in Kigali next June yet currently awareness of the Commonwealth in Rwanda is low, as both an institution and its modern-day foci. The British High Commission is seeking an experienced consultant to design and implement a campaign to raise awareness of the Commonwealth in Rwanda and of UK-Rwanda links on Commonwealth priority areas.

Timeframe

The position is for five months, starting on 11 November 2019 and ending on 31 March 2020.

Objectives

The goal is to develop positive perceptions of the Commonwealth and its values in Rwanda, the newest member of the Commonwealth which joined in 2003, and UK-Rwanda links which align to Commonwealth priority areas. Part of this will involve promoting the English language through quality educational materials for schools.

You will focus on raising awareness amongst young people in Rwanda, with two specific demographics: secondary school students, and university students and young professionals. An important outcome from this will be to raise public understanding of the importance of issues such as climate change and human rights, and inflect positive behavioural change on these topics.

In terms of content, you will focus on raising awareness of the Commonwealth as an institution, its values around human rights and democracy and its areas of focus including the environment, trade, democracy, climate change and youth. You will bring out UK-Rwanda links on these topics, aligning also to UK priorities and the themes of CHOGM in Rwanda which are: governance and the rule of law, ICT and innovation, youth, the environment and trade and investment.

Your challenge will be to create a compelling story that has relevance to the Rwandan target audiences.

Responsibilities

1. Responsible for preparing a budget for each sub-section of activity

2. Responsible for developing and implementing monitoring and evaluation mechanisms: a baseline study on awareness of the Commonwealth and the UK-Rwanda relationship and a monitoring and evaluation mechanism for the campaign as a whole
3. Responsible for building relationships with key stakeholders including the Rwandan Foreign, Youth and Education Ministries as well as Rwanda Education Board, British Council, Commonwealth Secretariat and UK Government colleagues to deliver the programme with full participation from GoR, UK Government and Commonwealth secretariat colleagues
4. Responsible for ensuring a clear programme of events and its implementation, including budget, design, staffing, logistics and monitoring, as well as problem solving and innovating where necessary
5. Responsible for designing and implementing a successful communications campaign that makes use of the main social media platforms and local influencers, and media monitoring to track coverage of the campaign. Responsible for bringing to life the objectives through case studies and a suite of assets (for social media, photographic, video and written) to do so
6. Responsible for ensuring that the target audiences take action as a result of the campaign

Description of tasks

This project will require a hands-on approach and give you significant autonomy in how you achieve the outcomes. There will be two main pillars of the campaign, split between the two audiences. For both, you will need to:

- establish a baseline amongst the target audiences on awareness of the Commonwealth and the UK-Rwanda relationship, which will be part of measuring success at the end of the campaign
- develop a clear monitoring and evaluation mechanism for the campaign
- develop a clear and comprehensive communications plan, which you will deliver through all High Commission communications platforms (Facebook, twitter, Instagram, website) as well as with local and international media
- design a clear programme of events, fully integrated with the communications plan

- develop captivating photo and video content and stories linked to the priority topics (a professional photo/videographer will be separately engaged to support this). This will involve showcasing existing UK projects (whether UK Government funded, or done by UK individuals or UK organisations) and deliver these through the communications and outreach plans

For the secondary school students, you will need to:

- develop a schools pack in English and Kinyarwanda aimed at secondary school students, working with Rwanda Education Board and the Commonwealth Secretariat
- train and enthuse teachers from the selected schools on how to use the schools pack
- develop follow-up plans for the schools using the schools pack, including a final competition in Kigali

For the university students and young professionals (18-30 years old is the target demographic) you will need to:

- develop an outreach plan for the target audience, including using social media influencers, on Twitter and Instagram; and public event(s) with broad appeal in Kigali such as concerts, street fairs etc

Aligned to this, a social media campaign to:

- get the target audience talking about the Commonwealth, the relevance it can have to their aspirations personally, professionally and for Rwanda
- galvanise the target audience to be changemakers on Commonwealth agenda items, particularly around climate change and greener living.

Reports to

Head of Political Section, British High Commission Kigali Working hours: estimated 20 hours per week.

How to apply

Please send your costed proposal to Bhavik Shah bhavik.shah@fco.gov.uk with 'Commonwealth Campaign' in the subject line. In addition to the overall proposal and cost, you should complete the excel budget template below for the activities and events you propose. Bids required by midnight 4 November.

If you have queries, please email Bhavik Shah bhavik.shah@fco.gov.uk.

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