



Action for Global Health
Consultancy Terms of Reference
Communications, Campaigns and Media Strategy Development

Introduction to Action for Global Health

[Action for Global Health \(AfGH\)](#) is a network of more than 50 organisations working towards a world where health equity is achieved and everyone has access to the quality healthcare they need without being forced into financial hardship. We harness the expertise and strength of our members and partners, including people with lived experience of health inequity globally and civil society organisations based in low- and middle-income countries, to secure political action and commitments in the UK to improve health equity globally.

AfGH convenes a 'Comms Taskforce' which brings together the comms, campaigns and media colleagues from across the network to share learning and collaborate. Every year, we run 2-3 collaborative campaigns to generate and exert public pressure towards our advocacy goals. In addition, we deliver collaborative content to mark key moments in the global health calendar, and build the media profile of AfGH through expert commentary/analysis, opinion pieces and responding to news cycles and crises.

AfGH is seeking a consultant to deliver a new communications, campaigns and media strategy built upon an expanded understanding of AfGH's current and target audiences. Recent years have seen considerable evolution in AfGH's comms/campaigns/media function. Previously, we operated under two separate brands: '[Healthy Futures](#)' for campaigning work, and the AfGH brand for communications and media. We have since consolidated our efforts under the AfGH brand, but lack the strategic framework and audience understanding needed to scale success. Developing this understanding is critical to ensuring our messages are as tailored and targeted as possible. This will increase our influencing power and expedite progress towards our organisational strategic objectives.

Moreover, the digital landscape has seen tremendous evolution recently, most notably Twitter/X becoming rife with disinformation and toxicity, leading to a mass exodus of charities from the platform. We have since launched a [Bluesky](#) account - complementing our [X](#), [Facebook](#), [LinkedIn](#) and [Instagram](#) accounts - but require specific guidance on which audiences to target through specific channels.

Our nascent media work also requires strategic guidance. Recent months have seen us land coverage in international news outlets including [Euronews](#) and [France 24](#), but we require consultation on both the types of outlets AfGH should target, and how to scale our efforts to achieve consistent, high-level coverage and become the 'port of call' for global health media inquiries.

Additionally, our campaigns require streamlining in order to effectively supplement our advocacy work. At present, our tactics/content plan varies greatly from campaign to campaign, and the strategic direction ought to be more grounded in tracked metrics and audience understanding. The current

approach has seen well-crafted content perform less well than expected - see this [case study carousel](#) from our climate and health finance campaign.

For campaigns, communications and media, we require detailed guidance on monitoring and evaluation, e.g. which metrics to track, what our targets/KPIs should be (with consideration to our position as a membership network specifically).

At a time of both crisis and opportunity within global health - as governments around the world cut foreign aid spending and the sector looks towards more sustainable, equitable forms of financing - this strategy will underpin our efforts to create a public movement behind our goals.

The research will:

1. Conduct a review of all available data (e.g. social media analytics) to identify our current audience/s, social media use and media effectiveness.
2. **Produce audience pen portraits and target segmentation.**
3. Providing a first draft communications, campaigns and media strategy, including (but not limited to):
 - Purpose and Vision
 - Target Audiences
 - Key Messages
 - Distribution Plan (most effective communication channels)
 - Strategic Campaign Guidance
 - Media Engagement Plan (featuring tactics and goals)
 - Monitoring and Evaluation
4. Consult with and integrate inputs from the Comms Taskforce Working Group into a final strategy product.

Centring Lived Experience/Anti-Oppressive Approach

We believe that people with lived experiences of health inequities are the experts. To authentically tell stories/deliver content in an ethical manner, the voices of these people must be at the centre. It is imperative that this strategy reflects this approach and complies with our seven-step health equity checklist which can be found on page 16 of our [strategy](#).

Timeline of Work

We expect this work to be completed by 7 July, and for it to take around six working days in total. The draft strategy will be presented to the Comms Taskforce Working Group on 30 June, leaving one week to incorporate member inputs.

Outputs

1. Strategy development plan designed.

2. Research conducted and audience pen portraits produced.
3. First draft of strategy produced.
4. Present draft strategy to Comms Taskforce Working Group.
5. Incorporate member inputs into final strategy product.

Associated Reports/Briefings (that may be helpful)

[Development Engagement Lab Dashboard Jan 2024](#)

This [Google Drive folder](#) contains:

- AfGH Communications Strategy (2020)
- AfGH Messaging Toolkit
- An example campaign report
- An example campaign social media toolkit

Expressions of Interest

- No more than two pages outlining approach, budget required and evidence of experience of this kind of work.
- The CV of the consultant and names of two referees should be attached.

Expressions of interest should be emailed to Cameron Boyle (cameron@actionforglobalhealth.org.uk). Applications will be considered on a rolling basis until 6 pm (UK time) on 25 May.

If you would like to discuss this Terms of Reference before submitting an expression of interest, please contact Cameron Boyle: cameron@actionforglobalhealth.org.uk.

Recruitment Process

Interviews will be conducted in early June.