

Communication Consultant ESTHER Switzerland Term of Reference

1. Background and objective

ESTHER Switzerland is a network of health institutions that engages Swiss hospitals and other institutions in effective and sustainable North-South partnerships. ESTHER Switzerland promotes institutional health partnerships between Swiss hospitals, universities, laboratories, research institutions and institutions in low- and middle-income countries through knowledge generation, sharing of best practices and policy input with the goal of contributing to Universal Health Coverage and Health System Strengthening. The ESTHER approach contributes particularly to SDG 3 (Good Health) and 17 (Partnership).

ESTHER Switzerland is an active member of the ESTHER Global Alliance for Health Partnerships (EA) and supports the EA Secretariat. Switzerland, through the Swiss Federal Department of Foreign Affairs, joined the ESTHER Alliance in 2011. Switzerland is actively engaged in the implementation of the ESTHER Alliance strategic framework. ESTHER Switzerland shares the vision of the ESTHER Alliance of a world in which advances and practices in health are shared equitably within and between countries, and where everyone has access to quality health services. Partnerships are guided by the ESTHER Alliance Charter for Quality of Partnerships: <https://esther.eu/index.php/our-approach/>.

In order to accomplish this, ESTHER Switzerland is doing the following:

- Managing a Grant schemes including partnership grants of up to 100.000 CHF and start-up grants of up to 10.000 CHF
- Promote the IHP approach among Swiss and LMIC health collaborations
- Liaise and coordinate with other global health stakeholder in Switzerland
- Operate within and collaborate with the ESTHER Alliance

ESTHER CH is now entering a second funding phase. Projects from the first funding phase have been completed, a call for new proposals was launched in December 2019 and the new projects will start around June 2020: <https://www.esther-switzerland.ch/grants/>.

A recent external evaluation concluded that there are many benefits to the institutions involved in ESTHER supported partnerships, both for southern and northern partners. ESTHER is the only funding mechanism in Switzerland which supports twinning partnerships, focuses on hospitals and brings together research, implementation and training. However, one of the shortcomings identified was external communication to render ESTHER well known in Switzerland among both, a variety of potential partners and funders. Moreover, The ESTHER Switzerland Programme is currently fully funded by SDC. This poses a risk and diversification of funding sources will be indispensable.



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In order to further exploit the potential of ESTHER Switzerland as well as to make ESTHER known to potential funders who may not be familiar with ESTHER yet, we are looking for a

Communication Consultant

The objective of the communication consultancy will be to position ESTHER in the Swiss Health Development landscape, to make it more widely known in Switzerland and potential partner countries and to attract new partners as well as funders.

The tasks of the consultant will be the following:

1. Develop a communication concept, including a well written mission statement, key messages for various target groups (both partners and funders) and channels in order to make ESTHER more widely known and valued and to ultimately attract more partners and funders. The communication strategy should leverage the characteristics that distinguish ESTHER from other funding mechanisms, defining its unique selling point and the niche of ESTHER within the Swiss landscape.
2. Develop communication material, such as a revised and more attractive website, flyers, fact sheets and other based on the communication strategy, targeting different stakeholders.
3. Harmonize and coordinate the communication strategy with the fundraising strategy: The communication consultant will be expected to work closely with the fundraising consultant, who is being recruited in parallel.

2. Aim of the communication consultancy

ESTHER CH is today strongly positioned in a rather narrow circle of Swiss international cooperation actors. ESTHER CH has reached mainly the already convinced and those who are interested or engaged in international cooperation, meaning the existing community of international cooperation actors. A challenge for the future will consist in ESTHER moving further into the community of Swiss health care actors and winning additional forces for its purposes.

The aim of the communication consultancy is to expand external communication to a wider circle of stakeholders and render it more effective to increase ESTHER Switzerland's visibility beyond the current circle of development actors. Marketing of ESTHER Switzerland beyond the circle to date should be intensified using a more strategic and systematic approach.

3. Methods

The consultant is expected to propose a strategic and systematic communication strategy. The following is a proposed method which the consultant may use in order to systematize communication and networking efforts.

1. In collaboration with the ESTHER project manager, review the distinct profile of ESTHER Switzerland.

2. In collaboration with the ESTHER project manager review good practice examples, outcomes and benefits to be able to present attractive packages (WIN-WIN potentials, what's in it for northern partners, etc.).
3. Develop a clearly formulated mission statement that will serve as the baseline for the communication strategy.

4. Expected results

The consultant is expected to deliver a communication concept and strategy with the following components:

- Clear objective
- Defined audience and stakeholders
- Tailored messages and channels for various target groups and channels, including a revised website.
- Tools, communication material and activities to deliver the messages adapted to the various target groups.
- Implementation strategy of the communication material.

The communication strategy must be harmonized and coordinated with the fundraising strategy.

All deliverables should be in English.

Note: In parallel to this call, ESTHER Switzerland is also seeking a fund-raising consultant. Considering that communication and fund-raising must be matched and coordinated, we expect the two consultants to work together as necessary. We welcome joint proposals from a communication and a fundraising expert.

5. Timeline

1	January 13 th 2020	Publication and diffusion of the Communication Consultancy ToRs and opening of the Call for consultancy
2	February 25 th 2020, COB	Deadline for submission of consultancy proposals
3	Week of March 9 th , 2020	Selection of consultancy proposals and final decision
4	March 16 th /17 th , 2020	Inception meeting in Berne: ISPM & Consultant(s)
5	Mid-March/April 2020	Beginning of the development of a communication strategy
6	April 30 th , 2020	Presentation of the communication strategy and propositions of communication material

		Note: the consultant(s) must be in regular contact with the ESTHER project manager during the development of the communication strategy.
7	May - September 2020	Development and presentation of communication material

6. Budget

A total number of about 25 working days between April 2020 and September 2020 may be allocated to the consultant / consultancy team. The bulk of the working days will be between February and April, for the development of the communication strategy and the development of communication material, while the remaining days should be used for implementation.

The proposal should include a detailed budget (hours per activity) and the cost of the consultant(s). The budget should explicitly include the VAT.

7. Profile of the consultant(s)

Consultancy proposals will be accepted from an individual consultant. It may also be possible, if not encouraged, to propose a team of two consultants, one being an expert in communication and one being an expert in fundraising to collaborate on the development of the communications strategy and the fundraising strategy in a harmonized and coordinated way.

The communication consultant(s) should demonstrate:

- Very good knowledge of the Swiss health sector and its variety of actors.
- Up to date knowledge and experience in communication within the field of development and health
- Up to date knowledge and experience in the development of communication and marketing strategies for non-profit organizations
- Knowledge of different modalities in development cooperation (project, programme, policy dialogue, partnerships; multilateral and bilateral work, etc.)
- Good knowledge of the Swiss development cooperation system and of the SDC health policies.
- Knowledge in public health, especially in development context.
- Familiarity with Institutional Health Partnerships (IHP)

The consultant(s) should demonstrate a solid experience in the development of communication strategies (min 5 years) and demonstrate previous experiences in similar work.

The consultant(s) should be able to work in English and demonstrate excellent writing skills in English.

Consultants should be able to meet in person with the ESTHER project manager either in Bern or in Geneva, Switzerland.

Exclusion criteria:

Consultancy proposals coming from the following persons will be excluded from the selection:

- Anyone currently being a formal employee of the ISPM or SDC.
- Any member of the ESTHER CH Steering Committee.

Conflict of interest: any other possible conflict of interest should be brought to the attention of the ESTHER Secretariat in the consultancy proposal.

8. Structure of the consultancy proposal

The consultancy proposal should be structured as follows:

- Cover page with name and contacts of the consultant(s)
- Interpretation of the mandate
- Outline of a communication strategy to demonstrate understanding of the task at hand, including target groups, key messages and preliminary ideas of communication material.
- Methodology
- Timeline
- Budget
- Consultant(s) expertise/ examples of previous work (weblink)
- Annexes: CV, note on possible conflict of interest

The consultancy proposal should not exceed 10 pages (excluding annexes)

9. Guiding documents

As a basis to prepare the proposal, it is advised to consult the [ESTHER Switzerland Website](#), where the **external evaluation** can be downloaded, the [Website of the European ESTHER Alliance](#) including the Alliance's [Strategic Framework 2015-20](#) and the ESTHER Switzerland Project Document. The Project Document can be obtained from Dr Dörte Petit on a confidential basis.

The consultant is expected to propose a strategic and systematic communication strategy. The following is a list of suggestions resulting from the external evaluation that may be components of the strategy. The full evaluation is available at the ESTHER Switzerland website:

1. Directly target Swiss health care institutions and actors for communication and marketing;
2. Swiss health care experts do not attend classical development events; therefore, create safe spaces where they feel their expertise is relevant; organize breakout sessions during conferences and events for Swiss health care professionals;

3. Make use of the existing channels through which hospitals and universities inform about funding opportunities;
4. Produce attractive factsheets, not just portraying the projects but demonstrating the outcome, added value and the possible benefits for the northern institutions;
5. Communicate through journals/bulletins/newsletters of relevant professional associations;
6. Get H+ on board

10. Deadline for submission

Deadline for submission of consultancy proposal is February 25th, 2020, midnight CET.

11. Contact

Consultancy proposals should be sent in electronic format to Dörte Petit

ESTHER Switzerland Project Manager
Email: doerte.petit@ispm.unibe.ch