

Strengthening Resilience in Agriculture, Livelihoods and Markets (STREAM II) Programme

Scope of Work (SOW) for a Communication for Development (C4D) Specialist/Consultant

Program	Strengthening Resilience in Agriculture, Livelihoods and Markets (STREAM II — SDC NCE)
Donor	Swiss Agency for Development and Cooperation (SDC)
Duty Station/Location	STREAM Program implementation areas with travel to selected field locations as required in Greater Mundri
Assignment Duration	Level of Effort: Approximately 21 working days within September – October 2026
Type of Contract	Individual Consultancy / Short-Term Consultancy
Expected Start Date	To be determined in consultation with the STREAM Program Management Team.

1. Background

The STREAM Program is a multi-sectoral initiative designed to improve the well-being and resilience of target communities through integrated interventions across key development sectors. The program works closely with government institutions, communities, development partners, civil society organizations, and other stakeholders to achieve sustainable and measurable results. Over the course of implementation, the program has generated numerous success stories, lessons learned, innovations, and transformative outcomes at community, institutional, and policy levels. To effectively communicate these achievements, there is a need for a qualified Communication for Development (C4D) Specialist/Consultant to lead the systematic gathering, documentation, packaging, and dissemination of compelling human-interest stories, impact narratives, case studies, and program success stories.

The specialist will work closely with program teams, monitoring and evaluation staff, implementing partners, beneficiaries, government stakeholders, and community structures to capture evidence-based stories that demonstrate the impact and value of the STREAM Program.

2. Purpose of the Assignment

The purpose of this assignment is to document and develop high-quality, evidence-based, and compelling success stories and impact narratives that showcase the achievements, innovations, lessons learned, and transformative outcomes of the STREAM Program. The documented stories will be used for:

- Donor reporting and visibility.
- Resource mobilization and fundraising.
- Stakeholder engagement and advocacy.
- Learning and knowledge management.
- Program branding and visibility.
- Media engagement and public communication.
- Digital and social media content.
- Government and partner briefings.
- Strategic communication products.

3. Assignment Objectives

The specific objectives of the assignment are to:

- **Documentation of Impact:** Identify and document significant results, achievements, milestones, innovations, and transformational changes attributable to the STREAM Program.

- **Human-Centered Storytelling:** Develop compelling human-interest stories that highlight the experiences, voices, and perspectives of beneficiaries and stakeholders.
- **Evidence-Based Communication:** Ensure all documented stories are supported by verifiable program data, monitoring information, and field evidence.
- **Knowledge Management:** Capture lessons learned, best practices, success factors, and emerging recommendations for future programming.
- **Strategic Visibility:** Produce communication materials that can support advocacy, donor engagement, stakeholder communication, and visibility efforts.

4. Scope of Work

The C4D Specialist/Consultant shall undertake, but not be limited to, the following tasks:

A. Inception and Planning

- Conduct an inception meeting with program management and key technical staff.
- Review relevant program documents, including:
 - Program proposals.
 - Annual work plans.
 - Monitoring and evaluation reports.
 - Progress reports.
 - Assessments and studies.
 - Outcome monitoring reports.
 - Success stories previously developed.
- Develop an assignment work plan detailing:
 - Methodology.
 - Stakeholder engagement approach.
 - Field visit schedule.
 - Data collection tools.
 - Story development framework.

B. Development of Story Documentation Framework

- Develop a standardized framework for documenting success stories.
- Design tools and templates for:
 - Beneficiary interviews.
 - Focus group discussions.
 - Key informant interviews.
 - Photography documentation.
 - Video testimonials (where applicable).
 - Consent forms.
 - Story validation sheets.

C. Field Data Collection

The Specialist shall conduct field missions to selected STREAM Program implementation areas to collect information and evidence.

Tasks include:

Beneficiary Engagement

- Identify beneficiaries whose experiences reflect program impact.
- Conduct interviews with:
 - Women.
 - Men.
 - Youth.

- Persons with disabilities.
- Community leaders.
- Farmer groups.
- Teachers.
- Health workers.
- Other relevant stakeholders.

Stakeholder Interviews

Interview:

- Government officials.
- Implementing partners.
- Community structures.
- Program staff.
- Donors and development partners (where relevant).

Collection of Evidence

Gather:

- Quantitative program results.
- Qualitative evidence.
- Testimonials.
- Quotes.
- Program photographs.
- Case examples.
- Community perspectives.

D. Documentation and Story Development

Develop a range of communication products, including:

Success Stories

Produce detailed success stories highlighting:

- The situation before intervention.
- The intervention provided.
- Results achieved.
- Changes experienced.
- Future aspirations.

Human Interest Stories

Prepare compelling narratives centered on individuals, households, and communities whose lives have changed through program support.

Impact Narratives

Develop broader stories illustrating:

- Community transformation.
- Institutional strengthening.
- Systems improvement.
- Sustainability outcomes.

Case Studies

Produce evidence-based case studies documenting:

- Successful approaches.
- Innovations.
- Lessons learned.

- Replication potential.

E. Photography and Visual Documentation

- Capture high-quality photographs supporting each story.
- Ensure photographs are accompanied by:
 - Captions.
 - Consent documentation.
 - Contextual information.
 - Proper metadata.

Where possible:

- Capture before-and-after evidence.
- Gather visual materials demonstrating program impact.

F. Validation and Quality Assurance

- Validate all stories with relevant stakeholders.
- Verify facts, quotes, and statistics.
- Ensure compliance with donor communication guidelines.
- Ensure protection and ethical representation of beneficiaries.
- Obtain all necessary informed consent.

G. Packaging and Presentation

Prepare communication products in formats suitable for:

- Donor reporting.
- Annual reports.
- Program newsletters.
- Websites.
- Social media platforms.
- Advocacy campaigns.
- Learning events.
- Conferences and workshops.

5. Methodology

The C4D Specialist/Consultant will adopt a participatory and mixed-methods approach to gather, document, and develop compelling STREAM Program success stories and impact narratives. The assignment will begin with a comprehensive desk review of relevant program documents, reports, monitoring data, and existing communication materials to identify potential stories and understand the program context. This will be followed by field visits to selected implementation areas to conduct key informant interviews, focus group discussions, direct observations, and beneficiary profiling with program participants, community leaders, government officials, implementing partners, and other stakeholders. The Specialist will employ proven documentation approaches, including the Most Significant Change (MSC) technique, outcome harvesting, and narrative inquiry methods to capture both quantitative evidence and qualitative accounts of change. High-quality photographs, testimonials, and supporting evidence will be collected to enrich the stories and enhance their credibility. All stories and findings will undergo a validation process with relevant stakeholders to ensure accuracy, authenticity, and compliance with ethical communication and safeguarding standards. The final products will be packaged into diverse communication formats suitable for donor reporting, advocacy, knowledge management, visibility, and stakeholder engagement purposes.

6. Deliverables

The consultant shall produce the following deliverables:

Deliverable 1: Inception Report

Including:

- Assignment methodology.
- Work plan.
- Data collection tools.
- Sampling approach.
- Story identification framework.

Deliverable 2: Story Documentation Package

Including:

- Minimum 5–8 detailed success stories.
- Minimum 5 human-interest stories.
- Minimum 5 impact narratives.
- Minimum 5 case studies.

Deliverable 3: Photo Library

A categorized and captioned repository of high-resolution photographs.

Deliverable 4: Stakeholder Testimonial Compendium

Compilation of beneficiary and stakeholder testimonials.

Deliverable 5: Final Assignment Report

Containing:

- Executive summary.
- Methodology.
- Key findings.
- Lessons learned.
- Recommendations.
- Story inventory.

7. Key Expected Outcomes

At the end of the assignment, STREAM Program will have:

- A high-quality repository of documented success stories.
- Strong evidence demonstrating program impact.
- Human-centered narratives illustrating change and transformation.
- Enhanced donor and stakeholder visibility materials.
- Communication products ready for immediate use.
- Improved institutional learning and knowledge management.

8. Duration of Assignment

The assignment is expected to be completed within 21 working days from signing the contract.

Indicative Schedule

Activity	Duration
Inception and Desk Review	2 Days
Development of Tools and Methodology	2 Days
Field Data Collection	10 Days
Story Writing and Documentation	5 Days
Validation and Review	1 Days
Finalization and Submission	1 Days
Total	21 Days

9. Reporting and Supervision

The Communication for Development Specialist/Consultant shall report directly to:
STREAM Program Manager and work closely with:

- MEAL & CARM Team.
- Technical Specialists.
- Communications Unit.
- Field Coordinators.
- Government counterparts.
- Implementing partners.

10. Required Qualifications and Experience

Education

The consultant must possess:

- Master's degree in Communication, Journalism, Development Communication, Mass Communication, Public Relations, Media Studies, Social Sciences, International Development, or a related field. A bachelor's degree in the above fields with extensive relevant experience may be considered.

Professional Experience

The consultant must have:

- Minimum of 7 years of professional experience in communication for development (C4D), strategic communication, journalism, or knowledge management.
- Demonstrated experience documenting development and humanitarian programs.
- Proven expertise in writing success stories, human-interest stories, impact narratives, and case studies.
- Experience working with donor-funded programs.
- Experience in community-based development initiatives.
- Strong experience conducting field-based qualitative research and interviews.

Technical Competencies

- Excellent writing and storytelling skills.
- Strong interviewing and facilitation skills.
- Photography and visual storytelling expertise.
- Knowledge of development communication principles.
- Understanding of MEAL frameworks and results-based programming.
- Experience producing communication products for international donors.
- Ability to present complex information in a simple and compelling manner.

Desired Skills and Attributes

- Exceptional written and verbal communication skills.
- Strong analytical capacity.
- High attention to detail.
- Cultural sensitivity and professionalism.
- Ability to work independently under tight deadlines.
- Strong interpersonal and stakeholder engagement skills.
- Commitment to ethical storytelling and safeguarding principles.

11. Application Requirements

Interested candidates should submit:

1. Technical Proposal detailing methodology and approach.
2. Financial Proposal.
3. Updated Curriculum Vitae.

4. Portfolio of at least three previously developed success stories or communication products.
5. Three professional references.
6. Copies of academic and professional certificates.

12. Evaluation Criteria

Criteria	Weight (%)
Relevant Education and Qualifications	15
Similar Experience	30
Quality of Previous Work Samples	25
Proposed Methodology and Approach	20
Financial	10
TOTAL	100