

TERMS OF REFERENCE (TOR) FOR DEVELOPMENT OF THE SOUTH SUDAN HUB COMMUNICATION STRATEGY AND BRANDING GUIDELINES

1. Background

The South Sudan Hub is a local network that is part of Start Network committed to strengthening locally led humanitarian responses. This ToR outlines the scope, objectives, and framework for developing a new communication strategy and branding guideline, for the South Sudan Hub that serves as a coordination and service delivery platform for humanitarian actors operating in South Sudan and the region. As part of its mission to facilitate timely, effective, and coordinated humanitarian response. The Hub seeks to strengthen its visibility, clarity of purpose, and stakeholder engagement through a comprehensive communication strategy and branding guideline to enable a consistent visual identity.

2. Objectives

The overall objective of this assignment is to develop a strategic, actionable communication plan and branding guidelines that:

- Enhance the visibility of the South Sudan Hub.
- Clarify and standardize key messages and branding across the hub and other channels.
- Strengthen stakeholder engagement and advocacy efforts.
- Support internal coordination and external partnerships.

3. Scope of Work

The consultant/firm will undertake the tasks below:

- Communication Strategy
- Hub branding guidelines and define communication objectives and target audiences.
- Develop key messages tailored to different audiences.
- Conduct a situational analysis and stakeholder mapping.
- Propose communication channels and tools (online, offline, traditional, social media).
- Suggest internal communication mechanisms and tools.
- Propose a crisis communication protocol.
- Define roles and responsibilities for communication.
- Develop a monitoring and evaluation framework for communication efforts.

4. Branding Guidelines

Design the South Sudan Hub's visual identity, including:

- Hub Logo and its proper use
- Colour palette
- Typography
- Templates for documents, reports, social media, presentations, etc.
- Provide guidance on tone of voice and visual storytelling.



- Produce a branding toolkit and manual for stakeholders.

4. Deliverables

- Inception Report detailing the approach, methodology, and work plan.
- Stakeholder Mapping and Communication Assessment report.
- Communication Strategy (final version with detailed plan and implementation framework).
- Branding Guidelines Manual including visual identity elements and templates.
- Presentation to Stakeholders summarizing the strategy and branding outputs.

5. Duration and Timeline

The assignment is expected to be completed within [6–8 weeks] from the date of contract signing. A detailed timeline will be developed in the inception report.

- Reporting and Supervision
- The consultant/firm will report to the South Sudan Hub Host (Management and Coordinator) and work in close consultation with South Sudan Hub committee members, relevant partners, agencies, and stakeholders.

6. Timeline

The deadline for this consultancy service is 29th August 2025; from the date the contract is signed. The successful consultant must commit to accomplishing and delivering the consultancy services and deliverables within 25 days

- **Project Kick-off:** [3-days]
- **Design Phase:** [5-days]
- **Development Phase:** [15-days]
- **Launch:** [2-days]



6. Maintenance and Support

- **Post-Launch Support:** Provision of technical support **five (5)** days after launch.
- **Training:** Training sessions for the South Sudan Hub committee and staff on the strategy implementation plan and handling hub branding.

7. Budget & Payment

The CAFOD rules and regulations shall apply regarding compensation for this assignment based on the service providers' qualifications and experience.

8. Qualifications and Experience:

- Bachelor's degree in communications, public relations, Graphic Design, brand management, Computer Science, or a related field.
- Minimum of 3-5 years of proven experience in communications and digital marketing.
- Proficiency in HTML, CSS, JavaScript, and other web programming languages.

- Knowledge of SEO best practices and web analytics tools (e.g., Google Analytics).
- Strong portfolio that shows previous communication strategy development projects, especially for NGOs or similar sectors.
- Proficiency in graphic design software (e.g., Adobe Photoshop, Illustrator, or equivalent).

9. Application Process

Interested consultants/firms should submit:

- Updated CV highlighting relevant experience.
- A brief proposal outlining their understanding of the assignment and approach.
- Financial proposal (budget breakdown).
- Examples of previous similar work
- References

10. Deadline and Proposal submission

Interested consultants are encouraged to submit a technical and financial proposal at ctpsupply@cafod.org.uk, copying bcharles@cafod.org.uk, by **16th July 2025**. The submission of the detailed technical and financial proposal should take into account the following points:

- A letter of interest stating that you are eligible for the assignment.
- A technical proposal indicating the description of the proposed approach to be used and a schedule of planned activities.
- Detailed budget, indicative of all-inclusive costs, including administrative fees.
- A summary or samples of similar assignments undertaken previously.

Interested consultants are required to send their application to the email addresses above with the subject of the email titled “**South Sudan Hub communication strategy and branding guidelines**”.

