



TERMS OF REFERENCE

FAIRTRADE AFRICA BRAND AND COMMUNICATIONS AUDIT

About Fairtrade Africa

Fairtrade is an alternative approach to conventional trade based on a partnership between producers and traders, businesses and consumers. Established in 2005, Fairtrade Africa (FTA) is the independent non-profit umbrella organization representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members, who are African Producer Organisations certified against international Fairtrade Standards producing traditional export commodities such as coffee, flowers, cocoa, bananas, mango and non-traditional commodities including shea butter and rooibos tea. The organisation represents over 1 million producers across 33 countries in Africa to promote fair trade in the global value chain system.

Brand Audit Purpose and objective

FTA aims to build a strong, settled producer network by year 2020 in order to meet the organisations mission. To achieve this, a comprehensive brand and communication strategy is required as a guide for consistent brand presence across the four regions that FTA has presence: Eastern Africa Network (FTA-ECAN) based in Nairobi, Kenya; West Africa Network (FTA-WAN) based in Accra, Ghana and Southern Africa Network (FTA-SAN) based in Cape Town, South Africa and the North Africa & Middle East Network.

Specific Audit Objectives

- A situational analysis of the FTA brand and communication in the regions
- Understand our:
 - Brand Awareness
 - Brand equity and value proposition
 - Brand positioning and Brand promise
- Understand the perceptions of the organisation's key stakeholders (internal and External).
- Understand what FTA needs to do to optimize its resources in order to achieve and maintain its organisational vision across our regions.

Scope of work

The consultant will provide documentation and research findings on FTA's brand awareness and positioning within the region. The audit will be conducted with assistance and guidance from the FTA communications and MEL team as well as FTA representatives within our respective regions. The audit will cover the following areas:

1. Provide a SWOT analysis of FTA's brand within the region
2. Social media audit- twitter, Facebook and YouTube
3. Website audit- SEO, design and content



4. Content audit- annual reports, advocacy documents, newsletter and training material
5. Internal communication- communication with producers and employees
6. Stakeholder brand sentiments and communication touch points
7. Communication channels audit- emails,
8. Highlight the successful and unsuccessful communication- external
9. Review the congruency of communication in the past three years- logo, tone, colour and graphics

Methodology

1. Survey questionnaires- communication satisfaction of Certified Producer Organisation
2. Interviews- one on one interviews with staff members, management representative of certified producer organisations, other organisations in the same operational space and governmental bodies.
3. Online and offline content analysis

Deliverables

- Executive summary and comprehensive report with clear recommendations
- Entire data sets for the exercise
- Face to face presentation to the Fairtrade management team

Duration of assignment

- 4 months consultancy project from date of awarding of tender.

Proposal requirements

- Interested applicants to send a technical and financial proposal for the scope of work in line with the following guidance:
 - Capability statement: How the consultant or firm is structured for the assignment, the role each staff will play including the CVs of the key personnel who will take part in the consultancy.
- Technical Proposal: The consultant's understanding and interpretation of the Terms of Reference (TOR), a detailed methodology on how the data collection and analysis will be done and detailed implementation schedule for the baseline assessment.
- Financial proposal: Itemized budget proposal that should include the consultancy fees and operational costs.
- Evaluation reports: Final reports for the evaluations conducted for the three reference organizations provided