

# Scope of Work

Consultancy Title	Communication Materials Development
Location	Global
Project Name	All Project including HQ
Project Code	IHA1, TAN 087-00, TAN102,TAN107,TAN117,TAN100,TAN104,IHA1-India, TAN116, NASystems
Dates	06/01/2023 -05/30/2024
Term	1 year
Supervisor	Mayu Mishina

## 1. ORGANIZATION BACKGROUND

Tanager is a non-profit organization headquartered in Washington, DC, with offices and activities in several countries around the world. Founded in 1993 then operating as Agricultural Services International -create economic and social opportunities and change lives. Tanager partners with foundations, corporations and international organizations to design and implement programs ves and livelihoods.

## 2. ASSIGNMENT SUMMARY

Tanager is seeking the professional services of a communications consulting firm, and or individual to provide communications support to Tanager which will include, but not be limited to: Infographics, Editing formatting report, Multimedia promotion material development, written and graphic training modules development etc.

The assignment does not require travel to the project site or printing of the material developed.

The purpose of this assignment is to develop communication material Within Tanager branding, communication and donor guidelines to help support project's communication strategies.

## 3. RESPONSIBILITIES/TASKS

Support to communication material development, as required below :

1	Tanager branded illustrations of strategies or approaches i.e. Infographics.
2	Written and Graphic Training modules.
3	Editing and Formatting Report <ul style="list-style-type: none"> <li>- Short (One to five page)</li> <li>- Longer (More than five page)</li> </ul>
4	Campaign posters, leaflet, banners
5	One-Two Page Project/Activity Descriptions (Project Briefers)
6	Multimedia Project promotion materials i.e. Power Point, Short Video (1-2 minutes), Long Video (up to 10 minutes), Audio (Podcast) etc

Tanager will provide the preferred vendor with the following:

Necessary background materials and context to aid the preferred vendor in drafting a comprehensive communications material development. This may include- project information, branding guidelines, etc.

#### 4. QUALIFICATIONS

- Experience of working with international organizations in communication material development. Past performance under similar/related service, List of contracts with similar services/information for the past 3 years.
- Experience of developing communication materials (leaflets, poster, video, infographics, banners, brochure, etc.).
- Language requirements or preferences. *English*.

#### 5. REPORTS/DELIVERABLES

The preferred vendor will complete the following deliverable, as and when required through the year

N°	Item	Quantity	Description (minimum technical requirements)
1	Tanager branded illustrations of strategies or approaches i.e. Infographics.	25	Within Tanager branding, communication and donor guidelines
2	Written and Graphic Training modules.	23	Within Tanager branding, communication and donor guidelines
3	Editing and Formatting Report - Short (One to five page) - Longer (More than five page)	17 15	Within Tanager branding, communication and donor guidelines
4	Campaign posters, leaflet, banners	10	Within Tanager branding, communication and donor guidelines
5	One-Two Page Project/Activity Descriptions (Project Briefers)	50	Within Tanager branding, communication and donor guidelines
6	Multimedia Project promotion materials i.e. Power Point, Short Video (1-2 minutes), Long Video (up to 10 minutes), Audio (Podcast) etc	25	Within Tanager branding, communication and donor guidelines

#### 6. LEVEL OF EFFORT AND ACTIVITY DETAILS

Timeframe of project. *It is anticipated that the scope of work assignment will be completed within X working days from the issuance of the purchase order.*

Activity	Estimated Days
Tanager branded illustrations of strategies or approaches i.e. Infographics.	5
Written and Graphic Training modules.	5
Editing and Formatting Report - Short (One to five page) - Longer (More than five page)	5 10
Campaign posters, leaflet, banners	5
One-Two Page Project/Activity Descriptions (Project Briefers)	5
Multimedia Project promotion materials i.e. Power Point, Short Video (1-2 minutes), Long Video (up to 10 minutes), Audio (Podcast) etc	5

#### 7. BILLING/INVOICING

Billing codes and information. *All allowable costs for this activity will be charged to Tanager Project Code #. As per PO.*