

## **REQUEST FOR PROPOSALS # 03819**

### **Global Plan Communications Consultant**

in support of  
ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (EGPAF)  
1140 Connecticut Ave., NW, Ste. 200  
Washington, DC 20036

**Firm Deadline: May 22, 2015**

The Elizabeth Glaser Pediatric AIDS Foundation (EGPAF, or the Foundation), a non-profit organization, is the world leader in the fight to eliminate pediatric AIDS. Our mission is to prevent pediatric HIV infection and to eliminate pediatric AIDS through research, advocacy, and prevention and treatment programs. For more information, please visit <http://www.pedaids.org>.

### **BACKGROUND**

The international community is facing an unprecedented opportunity to end new HIV infections in children. Since 2001, infections in children have declined by nearly 60%, and we can get that number to zero. The leading organizations supporting this work worldwide are seeking a consultant to drive a coordinated communications strategy to promote the dramatic drop in infections in children, while also stressing the need to re-double the global commitment to this work until we end new infections in children.

This work is driven by the **Global Plan** Towards the Elimination of New HIV Infections Among Children by 2015 and Keeping Their Mothers Alive (Global Plan). The Global Plan was launched by UNAIDS, the United States President's Emergency Plan for AIDS Relief (PEPFAR) and partners at the 2011 United Nations General Assembly High Level Meeting on AIDS. The Global Plan covers all low- and middle-income countries, but focuses on the 22 countries that account for 90% of pregnant women living with HIV.

A core team of partner organizations participate in the Global Plan's Global Steering Group. Professional communicators from a sub-set of these core partner organizations will be dedicating time and resources to communicating key messages around The Global Plan in this important year. The communications around The Global Plan will support efforts to reinvigorate action to stop new HIV infections among children and ensure their mothers remain alive and well.

The Global Plan requires a communications specialist to lead the Global Steering Group's work to develop a communications plan and set of messaging that captures the achievement of the past few years while creating a platform for the future and to bring together, guide, and coordinate the efforts of the core partners to define audience-specific media outreach strategies. Priority audience segments for this communications effort include: country governments, private sector partners, donors, and the general public. In addition to this leadership role, the consultant will be responsible for writing supporting materials and for leveraging the individual assets of the core partners and key opportunities to advance shared goals for maximum collective communications impact.

This is not a standalone consultancy to create a plan, but rather a leadership role that will understand and pull together the assets of the core partners to deliver a joint, actionable plan and to keep the core partners on track in executing it.

### **PURPOSE/SCOPE OF WORK**

- **Lead the development of the communications plan** for the GSG, setting the process and timeline that the core partners will follow, putting forth substantive proposals for the plan, and facilitating discussion and agreement among the core partners
- **Propose, gather feedback on, and synthesize core messages and priorities** relevant to now, the end of December 2015, and the post-2015 efforts
- **Coordinate the GSG communications task team to execute against the plan**, ensuring core partners' work and resources can be deployed at critical opportunities, including establishing regular lines of communication between core partners, GSG co-chairs, country leads, private sector contributors, and other partners as appropriate
- **Propose and execute ideas on developing, capturing and sharing content** for print, web and social media outlets to strategically increase the visibility and profile of the Global Plan, drawing heavily from the core partners (can include fact sheets, press releases, op-eds, web stories, a common social media plan, and other materials as required)
- **Develop a strategic approach for traditional and new media**, including ideas for coordinated pitching of stories to targeted outlets at appropriate times
- **Support high level events including planning and logistics as required.**

### **CONSULTANT DELIVERABLES**

1. **A completed communications plan** that effectively leverages individual communications assets of core partners and key opportunities to advance shared goals (target audiences, key messages, specific timeline, activity plan related to critical milestones)
2. **A set of core messaging** for use by core partners and other interested groups, including top line messages, talking points, op-ed building blocks, a social media toolkit, and hard Q&As, where applicable (can include development and packaging of content to be used for print, web, and/or social media, complete with review by core partners and any needed acknowledgement or clearance process for source material)
3. **A living schedule of communications efforts**, organized by audience, partner, and outlet (whether internal like a publication from UNAIDS or external like an op-ed) that is updated on a monthly basis, at a minimum

4. **Development of shared collateral materials**, including releases, op-eds, web stories, fact sheets and other materials as required to meet the communication plan goals
5. **An inventory of communication assets** from each organization that could contribute to collective communications efforts, i.e. personal stories, photos, video, distribution, etc.
6. **An approach to best utilize validators and champions as amplifiers of our core messages** (i.e. HIV+ mothers and their children, local government officials, health care workers, celebrities, etc.)

#### **PREFERRED QUALIFICATIONS**

- Relentless pursuit of deliverables with a dogged focus on keeping the team on track
- Ability to form relationships rapidly, earn trust, and build bridges between stakeholders with differing interests
- Demonstrated experience working in a self-starting environment under pressure, meeting tight timelines, and executing with grace
- Clear, structured communicator over the phone and email

#### **FOUNDATION RESPONSIBILITIES**

This consulting position, while being retained by EGPAF, will coordinate closely with the UNAIDS Global Plan Secretariat to facilitate communications strategy among Global Plan partners. The Consultant will have an identified counterpart at EGPAF HQ for all activities. EGPAF HQ will provide direction and support to the Consultant in the implementation of project-related activities.

#### **LOGISTICS**

##### ***Equipment and/or Materials Required***

The Consultant will provide his/her own laptop and mobile phone for use on project-related activities. At its discretion, EGPAF may provide the Consultant with office space and access to internet and printing facilities.

##### ***Timeframe***

Ideally to begin June 8, 2015

##### ***Location of Work***

Likely to be Washington DC or Geneva, Switzerland

#### **KEY CONTRACT TERMS**

The anticipated contract type is Time and Materials. The Foundation will reimburse all work-related telephone, internet, travel and miscellaneous materials expenses up to a specific ceiling. The level of effort needed is up to 50%.

The Consultant must propose their best offer on a daily rate. The Consultant is not responsible for outlining costs related to work-related telephone, internet, or local transportation costs within the assigned city; EGPAF will reimburse these costs up to a set threshold. The Consultant is also not responsible for outlining costs related to travel; EGPAF will separately reimburse the Consultant for the cost of air or ground travel, lodging, and per diem for travel outside the assigned city.

Unless stated otherwise in this RFP, the Consultant is responsible for providing equipment and/or supplies required to perform the services.

All deliverables provided to the Foundation must be furnished for the use of the Foundation without royalty or any additional fees.

“Materials” will include everything prepared by Consultant pursuant to this Contract, including without limitation, the Deliverables, reports, creative and other materials, manuals, studies, photographs, negatives and all other documents. All Materials developed under this Contract will be owned exclusively by the Foundation. Consultant will not use or allow the use of the Materials for any purpose other than Consultant’s performance of the Contract without the prior written consent of the Foundation.

The Consultant will be responsible for obtaining all applicable visas and/or work permits.

**EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS**

The Foundation will accept the proposal that presents the best value. **Each proposal must:**

- Contain all items listed in the Submission Requirements column in the following chart
- Be identified by the unique RFP# reflected on the first page of this document (#03819) in the subject line of the email and on all proposal documents
- Be submitted on or before the due date listed on the first page of this document (May 22, 2015)
- Be prepared in English

**Failure to comply with these submission requirements may result in non-consideration of your proposal.** All proposals will be evaluated against the following Evaluation Criteria based on the relevant submission requirement(s).

Evaluation Criteria	Submission Requirements	Weight
Qualifications and past performance of Offeror	1. Cover letter 2. CV/Resume of Offeror 3. Current phone and email contact information for three (3) professional references from similar past projects	40%
Consultant’s proposed process and approach to meet project needs efficiently	4. A maximum 3-page written proposal in English explaining Offeror’s specific process and timeline for completion of activities and deliverables listed in this RFP	35%

Financial proposal	5. The Offeror's best offer for a daily rate	25%
<b>Total</b>		<b>100%</b>

### **PROPOSED RFP TIMELINE**

**May 8, 2015** – Release of RFP

**May 15, 2015** - Deadline for submission of any contractual and/or technical inquiries to [ccolbert@pedaids.org](mailto:ccolbert@pedaids.org). No phone calls please.

**May 18, 2015** – Question and Answer Response Document posted on EGPAF website at <http://www.pedaids.org/pages/contracting-opportunities>.

**May 22, 2015** – Completed proposals must be delivered electronically to [ccolbert@pedaids.org](mailto:ccolbert@pedaids.org)

**Week of May 25, 2015** – Proposals reviewed and interviews completed

**Week of June 1, 2015** – Final decision announced and Offerors notified

**On or around June 8, 2015** – Services begin

**Please note it is our best intent to comply with the above timeline but unavoidable delays may occur.**

### **ADDITIONAL INFORMATION**

Any proposal not addressing each of the foregoing items could be considered non-responsive. Any exceptions to the requirements or terms of the RFP must be noted in the proposal. The Foundation reserves the right to consider any exceptions to the RFP to be non-responsive.

Late proposals will be rejected without being considered.

This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from persons interested in providing the services outlined below. Such proposals shall be considered and treated by the Foundation as offers to enter into an agreement. The Foundation reserves the right to reject all proposals, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.

The Foundation shall not be obligated for the payment of any sums whatsoever to any recipient of this RFP until and unless a written contract between the parties is executed.

**Equal Opportunity Notice.** The Elizabeth Glaser Pediatric AIDS Foundation is an Equal Employment Opportunity employer and represents that all qualified bidders will receive consideration without regard to race, color, religion, sex, or national origin.

**Ethical Behavior.** As a core value to help achieve our mission, the Foundation embraces a culture of honesty, integrity, and ethical business practices and expects its business partners to do

the same. Specifically, our procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. We will not tolerate fraud or corruption, including kickbacks, bribes, undisclosed familial or close personal relationships between vendors and Foundation employees, or other unethical practices. If you experience or suspect unethical behavior by a Foundation employee, please contact Doug Horner, Vice President, Awards, Compliance & International Operations, at [dhorner@pedaids.org](mailto:dhorner@pedaids.org) or the Foundation's Ethics Hotline at [www.reportlineweb.com/PedAids/](http://www.reportlineweb.com/PedAids/). Any vendor/consultant who attempts to engage, or engages, in corrupt practices with the Foundation will have their proposal disqualified and will not be solicited for future work.

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