



TERMS OF REFERENCE

Recruitment of a Communications Consultant to Provide Technical Support to Nutrition International Nigeria Country Office

1. Introduction

Nutrition International (NI) is a global organization dedicated to improving nutrition, particularly for women, adolescent girls, and children. NI works with governments, development partners, and civil society to support the scale-up of high impact, evidence-based nutrition interventions.

1.1 About Nutrition International

Nutrition International is a global nutrition organization headquartered in Ottawa, Canada, working in more than 60 countries across Asia and Africa. For more than 30 years, NI has focused on delivering cost-effective, high impact nutrition interventions to people in need. Working alongside governments as an expert ally, NI combines deep technical expertise with a flexible approach, increasing impact without increasing complexity or cost.

In Nigeria, Nutrition International supports federal and state governments and partners to design, implement, and scale nutrition interventions aligned with national priorities and global commitments, including the Sustainable Development Goals (SDGs).

Key areas of work in Nigeria include, but are not limited to:

Micronutrient Supplementation

- Supporting Vitamin A supplementation for children aged 6-59 months
- Promoting iron and folic acid (IFA) supplementation and multiple micronutrient supplements (MMS) for pregnant women
- Supporting weekly iron and folic acid supplementation (WIFAS) and related interventions for adolescent girls

Maternal, Newborn and Child Health and Nutrition (MNCHN)

- Integrating proven nutrition interventions into MNCH platforms
- Strengthening the capacity of health workers to deliver quality nutrition services

Adolescent Health and Nutrition

- Working with schools, communities, and partners to improve nutrition, health literacy, and empowerment of adolescent girls and women of reproductive age

Nutrition Governance, Policy, Advocacy, and Technical Assistance

- Providing technical support to the Federal Ministry of Budget and Economic Planning, the Federal Ministry of Health and Social Welfare, other ministries, departments and agencies (MDAs), and state governments to strengthen nutrition policies, guidelines, and systems
- Supporting coordination platforms and contributing to national and subnational nutrition agendas

- Strengthening the capacity of the national legislative network on nutrition and food security, particularly in relation to nutrition financing and legislative oversight

NI Nigeria's work is implemented in close collaboration with federal and state governments, development partners, UN agencies, civil society organizations, professional associations, and communities. Abuja serves as the hub for National level engagement, coordination, and visibility.

Despite strong technical programming, there remains a need to further strengthen strategic communications, media engagement, documentation of results, and systematic knowledge management to fully showcase NI's contributions, inform policy and programming, and support advocacy and resource mobilization.

2. Rationale for the Terms of Reference

Nutrition International Nigeria has expanded its program portfolio and partnerships in recent years, with increasing expectations from government counterparts, donors, and partners for clear, timely, and compelling evidence of impact. While NI has global and regional communications resources, the Nigeria Country Office (NCO) requires dedicated, context specific support to strengthen execution of communications activities, enhance public and stakeholder engagement, and systematically document and communicate program results at national level.

This consultancy will provide targeted technical and operational support to complement existing regional and global communications capacity, ensuring that NI Nigeria's work is effectively captured, translated, and positioned in line with organizational priorities, standards, and approval processes.

3. Overall Purpose of the Assignment

The purpose of this consultancy is to strengthen Nutrition International Nigeria's internal and external communications by enhancing the visibility of program results, improving media and stakeholder engagement, generating high-quality, audience specific content, and strengthening knowledge management and internal learning.

The Communications Consultant will provide time-bound, execution focused communications support to ensure that NI Nigeria's technical contributions, policy engagements, and program achievements, particularly at national level and through Abuja based engagements are systematically documented, translated into accessible and compelling communications products, and strategically positioned across national and global media, digital platforms, and key stakeholder channels.

Working under the direction of the Country Director, with technical oversight from the Regional Communications Manager, the Communications Consultant will support the Nigeria Country Office to adapt and implement NI's global and regional branding and communications priorities in line with local context, while contributing to the positioning of Nutrition International as a credible, trusted, and influential nutrition organization and thought leader in Nigeria.

4. Key Duties and Responsibilities

4.1 Strategic Communications

- Review existing communications and knowledge management materials, systems, and tools used by NI Nigeria.

- Develop or update a costed Communications and Media Workplan for the October 2026-March 2027 period, including a content calendar linked to project milestones, international days, and national events.
- Ensure alignment with NI's global brand and communications guidelines and reflect NI Nigeria's strategic priorities and program areas.

4.2 Communications process and product development

- Develop, edit, and package a range of communications products that document NI Nigeria's work, including human-interest stories, case studies, impact stories, and program snapshots, in line with agreed priorities and messaging.
- Translate technical inputs and program results into accessible communications materials such as policy briefs, fact sheets, infographics, brochures, project profiles, and short learning products, following NI communications standards and formats.
- Working alongside regional communications manager to identify strategic opportunities for storytelling that support organization priorities.
- Coordinate the collection of field-based content (photos, videos, quotes, testimonials, interviews, Q&As and other content pieces) from program teams and partners, ensuring adherence to NI branding, ethical standards, and safeguarding requirements, including informed consent.
- Draft PowerPoint presentations, briefing notes, and talking points for high-level engagements with government, donors, partners, and other stakeholders, based on guidance from the Country Director and the Regional Communications Manager.
- Support the documentation and packaging of best practices, lessons learned, and innovations from NI Nigeria programs for internal learning and external communications.

4.3 Media, public relations and social media

- Develop and support implementation of a practical media engagement plan targeting Abuja based and national media outlets, aligned with country priorities and approved messaging.
- Support the strengthening of relationships with media and proactively pitch newsworthy stories, in coordination with the Country Director and Regional Communications Manager.
- Draft and package media content (press releases, advisories, op-eds, feature stories) and support the organization of media briefings, field visits, and key events, as required.
- Provide media support for major events, coordinate coverage as agreed and maintain a log of media outputs with periodic updates and a final summary of achievements and available analytics.
- Develop and provide content for NI's digital channels (website and social media) relevant to NI's work in Nigeria, in coordination with global and regional teams and subject to established review and approval processes.
- Ensure all digital content adheres to NI branding, ethical storytelling, and safeguarding standards.



4.4 Internal Communications

- Conduct a rapid assessment of internal communications and knowledge management practices and propose practical improvements.
- Support the organization, storage, and sharing of communications assets (documents, stories, photos) through simple systems and guidelines.
- Develop and contribute content for internal communications channels (e.g. staff newsletters) and support internal information flow in coordination with regional and global teams.
- Provide content support for internal needs, including documentation of events and responses to internal content requests.

4.5 Capacity building and training

- Deliver orientation sessions for country office teams on communications, branding, and storytelling guidelines.
- Develop customized training sessions, in coordination with global communications, to strengthen key skills such as content development, basic photography and videography, and use of basic camera equipment.
- Provide media training to selected staff to strengthen their effectiveness as organizational spokespeople.

5. Key deliverables

Key deliverables are expected to include, but are not limited to:

- An inception report (within three weeks of commencement), including stakeholder and media mapping and a communications workplan for October 2026-March 2027.
- A draft Country Communications Action Plan and basic costing guidance for priority communications activities.
- A targeted media engagement plan, an updated Abuja-based and national media contact list, and documentation of media engagements.
- Delivery of agreed media outreach activities, including regular media pitching, feature placements, and expert engagements, as prioritized.
- Delivery of agreed communications products, including digital content and impact stories across priority portfolios.
- At least one flagship story package per month to support strategic positioning and a structured story pipeline.
- Photography and visual assets, including high-quality images with captions and consent documentation.
- Establishment of a basic system for organizing and storing communications assets, and review or update of a prequalified pool of local vendors (photography, video, design, printing).
- Delivery of staff training and orientation sessions, including media training where required, with summary reports.

- Periodic updates and a final consultancy report summarizing outputs, achievements, analytics (where available), progress against objectives, and recommendations for sustaining and scaling communications, media engagement, storytelling, and knowledge management.

6. Duration of assignment

The consultancy will run from 01 October 2026 to 31 March 2027 (six months). The anticipated level of effort is approximately 12-15 working days per month (approximately 72-90 working days in total), to be agreed with Nutrition International.

7. Mode of engagement

The Communications Consultant will provide professional communications support to the NI Nigeria Country Office on a call-off basis, on agreed working days (excluding national holidays). Days may be deployed flexibly based on programmatic priorities, including field visits, events, high-level missions, and media engagements. Services will be delivered through a combination of on-site presence and remote support.

8. Scope of work and reporting

- All services will be performed in close coordination with the NI Nigeria Country Office.
- Content intended for external use will require prior review and approval in line with NI's established communications processes.
- The Consultant will operate within NI's global communications framework and adhere to all organizational policies, including safeguarding and data protection.
- This role does not include staff supervision responsibilities.

9. Required qualifications and experience

- Bachelor's degree or equivalent experience in Communications, Journalism, Public Relations, or a related field
- Minimum of 3-5 years of relevant professional experience, preferably in the development, health, or nutrition sectors
- Proven experience producing high-quality written, digital, and multimedia communications products including use of web-based platforms and content management systems
- Hands-on photography and videography skills, with demonstrated ability to produce compelling visual stories
- Strong understanding of Nigeria's media and communications landscape
- Ability to think strategically and analytically while working creatively
- Up-to-date knowledge of emerging communications technologies and practices
- Proficiency in Microsoft Office tools (Word, PowerPoint, Excel)
- Ability to work independently with minimal supervision and collaboratively within a team



10. Language

- English: Full professional proficiency (required)

11. Mode of Application

Applicants should submit:

- A technical proposal responding to this Terms of Reference
- A financial proposal indicating daily or monthly rates
- At least three examples of similar work (portfolio or links)
- A curriculum vitae (CV)

Applications should be submitted by **31 July 2026**.