



13 August 2026

Terms of Reference: Technical Communications and Digital Project Management Consultant

Deadline for submissions: [24 August 2026, 11:59 PM EST](#)

AWID is seeking the services of a consultant to provide technical communications support, digital project management and quality assurance from **15 September 2026 - 15 April 2027**.

About AWID

The Association for Women's Rights in Development (AWID) is a global feminist movement support organization. AWID's mission is to support feminist, women's rights and gender justice movements to thrive, to be a driving force in challenging systems of oppression, and to co-create feminist realities and alternatives.

AWID works in a combination of strategies including convening movements and allies, knowledge building and information dissemination, advocacy and engagement with influential actors and institutions, alliance building, convening strategic dialogues.

Introduction

AWID's communications strategy is grounded in AWID's Strategic Plan, intersectional feminism and the Zapatista concept of 'Un Mundo Donde Quepan Muchos Mundos' ('A World Where Many Worlds Fit'). It seeks to engage audiences locally and globally through impact-driven storytelling, diverse feminist voices, e political messaging, digital platforms, 'traditional' and social media and creative activism.

Scope and objectives of the consultancy

AWID is seeking a consultant to provide hands-on technical communications expertise and project management for a defined portfolio of priority projects. This is not a general communications manager or organisational IT support role.

The consultant will be responsible for translating approved communications objectives and content into excellent, technically sound, accessible, secure and measurable digital outputs. Political and editorial direction will remain with the Director of Programs and the designated project leads. The consultant will own the technical workplan, coordination, production, quality assurance, issue tracking, documentation and handover for the assignments below.

The consultant will be expected to work and be available for communications 3 days per week for the duration of the contract.

The scope of work includes:

1. Website post-launch monitoring, testing and updating

Support the post-launch stabilisation of AWID's new website following its soft launch. The consultant will project-manage the testing process, monitor the website's performance and functionality, and act as the main point of coordination between the Communications team, IT team and external website agency.

The consultant will collect, organise and follow up on content, design and functionality feedback; test the website across different devices and browsers; identify errors, broken links, formatting problems and other issues affecting the user experience and track these issues through to resolution.

The consultant must also have practical experience working in the WordPress backend and be able to make agreed updates to website content, page layouts, formatting and design elements. This should include the ability to undertake basic coding or technical adjustments where necessary, while referring more complex development work to the external website agency or IT team.

The consultant will provide regular updates on progress, outstanding issues and any matters requiring decisions or additional technical support. Final approval of significant content and design changes will remain with the Director of Programs and the relevant Communications lead.

2. SWANA report launch and escalated communications support

Support the Communications and Advancing Universal Rights and Justice (AURJ) teams with the strategic communications, public relations and technical delivery required for the launch of AWID's SWANA report. The consultant will not be responsible for the report's research, political analysis or substantive content, but will familiarise themselves with the approved report and its key messages sufficiently to support an effective and well-coordinated launch.

The consultant will support the launch through production of digital assets, landing pages, email communications and prepare supporting materials such as key messages, frequently asked questions, reactive lines, media briefs, spokesperson briefing materials and escalation

scenarios. As part of launch preparation, the consultant will help identify potential communications, media, digital safety or reputational risks; monitor relevant public and media responses around the launch and advise the relevant AWID leads on proportionate responses. They will coordinate rapid communications support where an issue requires escalation.

The consultant may also provide comparable strategic communications and public relations support for other significant or escalated organisational issues arising during the consultancy, subject to prioritisation and approval by the Director of Programs.

The consultant will provide advice, coordination, drafting and communications backstopping but will not act as an AWID spokesperson or independently issue public statements. Decisions regarding whether, when and by whom AWID speaks publicly will remain with the Co-Executive Directors. Political analysis, substantive positions, final messaging and content approval will remain with the relevant AWID leads.

3. AWID Membership Campaign: strategic communications accompaniment and agency coordination

Support the Membership and Constituency Engagement (MCE) team and relevant AWID teams in developing and preparing for the launch of AWID's membership retention, renewal and engagement campaign planned for early 2027. The consultant will provide strategic communications advice on the campaign's objectives, priority audiences, positioning, messages, channels, engagement approaches and implementation requirements.

The consultant will support AWID to determine the most appropriate delivery model for the campaign, including assessing what can be delivered internally, what may require specialist external support, and whether alternative or complementary approaches could achieve the campaign's objectives more effectively. Where an external agency is required, the consultant will support the development of the scope of work, procurement and assessment process, selection and onboarding of the appropriate agency.

Once appointed, the consultant will work alongside the agency and relevant AWID teams to support campaign planning and delivery; help translate AWID's membership objectives into a clear and practical campaign brief; coordinate timelines, responsibilities, approvals and dependencies; review proposed strategies and outputs; identify gaps or risks; and advise on adjustments where necessary. The consultant will also support coordination between MCE, Communications, IT, the Directors Team and other relevant teams to ensure that campaign

decisions are informed by organisational priorities, available capacity, member experience and technical feasibility.

MCE will retain ownership of membership strategy, goals, policy and member relationships. Final decisions on campaign direction, external suppliers, substantive messaging and organisational positioning will remain with the relevant AWID leads.

4. Strategic communications products, audience engagement and thought leadership support

Support the development of strategic communications products that strengthen AWID's institutional positioning and are appropriate for different audiences, spaces and objectives. Working with the Co-Executive Directors, Resource Mobilisation team and other agreed teams, the consultant will:

- Advise on the types of communications products, materials and visibility tools most appropriate for different audiences and events. For example, a philanthropic or funder-facing event may require different presentations, briefing materials, digital assets or merchandise from an activist, movement or member-facing gathering.
- Develop a reusable and editable suite of branded communications templates, including different presentation formats, institutional and funder briefs, one-page summaries, event and speaker packs, digital publication formats and other priority products agreed during the consultancy.
- Support the production and quality assurance of a limited number of priority organisational communications products, ensuring that they are accessible, visually coherent, adaptable and suitable for their intended audiences.
- Work alongside the Co-Executive Directors' thought leadership process to identify the communications opportunities, audiences, formats and follow-up products emerging from the series.
- Bring together and synthesise recurring themes, audience responses, gaps, opportunities and communications implications emerging from the thought leadership process and other priority engagements.
- Provide recommendations on how these insights could inform AWID's future communications direction, positioning, channels and product development.

The consultant will contribute evidence, analysis and strategic communications advice to AWID's broader communications strategy development but will not be responsible for developing, approving or owning the organisation-wide communications strategy.

Substantive political positions, messaging and final approval will remain with the relevant AWID lead.

The consultant will be reporting to Gopika Bashi, Director of Programs.

Expected deliverables

1. Website post-launch monitoring, testing and updating

- Website testing and monitoring plan, submitted within 10 working days of the consultancy commencing, identifying:
 - priority pages and user journeys
 - devices and browsers to be tested
 - testing responsibilities
 - issue-prioritisation criteria
 - approval and escalation routes
- An internal process for reporting new bugs, missing content, broken links or non-working website sections.
- Consolidated website issue tracker, maintained throughout the stabilisation period, recording each issue, its priority, responsible party, deadline, status and resolution.
- Documented testing of priority website pages and user journeys across desktop and mobile devices and current major browsers, covering:
 - navigation and search
 - links and downloads
 - forms and calls to action
 - multilingual content
 - page display and formatting and
 - basic accessibility and user-experience issues.
- Implementation of agreed WordPress updates within the consultant's technical competence, including content, page layout, formatting, menus, metadata and basic HTML or CSS adjustments.
- Technical briefs and follow-up coordination for issues requiring action by AWID's IT team or external website agency.
- Fortnightly progress updates summarising completed work, unresolved issues, decisions required and risks to delivery.
- Website stabilisation report, submitted by December 2026, documenting:
 - issues identified and resolved
 - outstanding technical or design matters
 - recurring problems

- recommended future improvements
- named owners for unresolved actions.

Acceptance standard: All critical and high-priority issues are resolved or formally assigned to an agreed owner and deadline, priority pages and user journeys have been retested and AWID has an accurate issue tracker and final stabilisation report.

2. SWANA flagship report launch and escalated communications support

- SWANA report launch communications tasks, agreed sufficiently in advance of the launch, setting out:
 - required communications products
 - production and approval timelines
 - partner responsibilities
 - media and public-engagement approach
 - risk and escalation arrangements.
- Integrated launch production schedule, maintained through the launch, covering all agreed digital, media, partner and multilingual communications outputs.
- Launch communications and response pack, including:
 - approved key messages
 - frequently asked questions
 - reactive lines
 - media or partner briefing material
 - spokesperson briefing notes
 - communications escalation scenarios.
- Production and quality assurance of agreed launch materials (multilingual) which may include:
 - a report landing page
 - email communications
 - social and digital assets
 - media materials
 - event or registration pages
- Pre-launch communications risk assessment, identifying potential media, reputational, digital-safety, partner-coordination and publishing risks, with proposed mitigation and escalation routes.
- Launch-period monitoring and response log, maintained during the agreed monitoring period, documenting significant public or media responses, recommended action and decisions taken.

- Post-launch communications review, submitted within 15 working days of the launch, summarising:
 - outputs delivered
 - audience reach and engagement
 - media or public responses
 - issues encountered
 - responses coordinated
 - recommendations for future launches.
- For any other significant organisational issue approved by the Director of Programs, a concise communications response brief setting out the issue, audience, risks, recommended approach, draft lines and required decision-makers.

Acceptance standard: Agreed launch materials are completed and approved on schedule, launch-day communications channels function as intended, risks and escalation routes are documented and the post-launch review provides practical recommendations.

3. AWID Membership Campaign: strategic communications accompaniment and agency coordination

- Campaign delivery-model assessment, outlining:
 - work that can reasonably be delivered internally
 - areas requiring external expertise
 - available agency or non-agency options
 - capacity, cost and technical implications
 - the consultant's recommended approach.
- Approved membership campaign brief, developed with MCE and relevant areas, covering:
 - campaign objectives
 - priority audiences
 - positioning and key messages
 - joining, renewal, retention and engagement journeys
 - channels and communications products
 - technical and data requirements
 - accessibility and multilingual requirements
 - success indicators
 - organisational constraints or dependencies.
- Where an external agency is required, an agency procurement request for proposals or Tender, including:

- scope of work
 - required expertise and outputs
 - proposal assessment criteria
 - technical interview or evaluation questions
 - clearly defined deliverables and acceptance standards.
- Documented support to the agency selection and onboarding process, including assessment of proposals together with the procurement team, clarification of roles and confirmation of working arrangements.
- Campaign implementation plan, showing:
 - key milestones
 - approval timelines
 - technical dependencies
 - risks and escalation routes
 - launch-readiness requirements.
- Structured review of external agency strategies and priority outputs at agreed project milestones, with written feedback identifying gaps, risks and recommended adjustments.
- Monthly campaign coordination updates summarising progress, decisions required, unresolved dependencies and risks to the planned launch.
- Membership campaign launch-readiness assessment, completed by February 2027, confirming:
 - the status of required campaign materials
 - readiness of systems and user journeys
 - outstanding risks (political and technical) or decisions
 - ownership of post-launch activities
 - a clear recommendation on whether the campaign is ready to proceed or not.

Acceptance standard: AWID has an approved campaign brief and delivery model, external support is appropriately scoped, procured and onboarded where required, responsibilities and dependencies are documented and a formal launch-readiness decision can be made by February 2027.

4. Strategic communications products, audience engagement and thought leadership support

- Audience and communications-product matrix, identifying the communications needs of priority audiences and events, including funders, philanthropic actors and allies, members, partners and broader public audiences.

- Recommendations for selected priority events, specifying the most appropriate:
 - presentation format
 - briefing or information materials (working together with presenter)
 - digital assets
 - visibility products or merchandise
 - follow-up communications
 - accessibility and audience considerations.
- Reusable and editable template package, including at least:
 - an organizational presentation template
 - a funder presentation template
 - a movement or member-facing presentation template
 - an institutional or funder one-page brief
 - an event or speaker briefing pack
 - a digital publication, event-page or resource-page template.
- Production and quality assurance of a defined number of priority organisational communications products, with the number, owners and deadlines agreed in the inception workplan. These may include presentations, organisational briefs, Resource mobilisation specific materials, speaker packs, talking points or digital publication products.
- Thought leadership communications tracker, updated monthly, recording:
 - forthcoming engagements or events
 - intended audiences
 - emerging themes
 - potential communications products
 - Decision points
 - production deadlines
 - follow-up opportunities.
- Periodic synthesis of emerging insights from the Co-Executive Directors' thought leadership process and other agreed engagements, identifying recurring themes, audience responses, communications gaps and opportunities.
- Final thought leadership and communications recommendations note, submitted before the end of the consultancy, setting out:
 - the strongest themes and organisational positioning opportunities;
 - audiences AWID should prioritise;
 - communications formats and channels showing the greatest potential;
 - gaps in AWID's current communications products or approaches; and

- recommendations for consideration in future communications strategy development.
- Complete source-file and template handover, including editable files, version control, usage guidance and confirmation of where materials are stored.

Acceptance standard: Templates and products are differentiated for their intended audiences, editable by AWID staff and consistent with AWID's brand and accessibility requirements. The final recommendations clearly distinguish observations and evidence from proposed strategic directions and do not constitute an organisation-wide communications strategy.

Proposed Timeline (subject to adjustment)

Main Steps of the Consultancy	Proposed Timeline
<i>Consultancy inception and work planning:</i> Complete kick-off meetings; confirm priorities, responsibilities, approval routes and escalation processes; agree the number of strategic communications products to be delivered; and submit the integrated workplan. <i>Website:</i> Submit the website testing and monitoring plan; establish the consolidated issue tracker; begin priority page, browser, device and user-journey testing; and implement initial WordPress updates. <i>SWANA report:</i> Familiarise the consultant with the approved report, key messages, launch plan; complete the pre-launch risk assessment and support launch preparation or delivery according to the confirmed launch date. <i>Membership campaign:</i> Begin consultation with MCE and relevant teams; assess internal capacity, external support needs and possible campaign delivery models.	September 2026
<i>Website:</i> Continue structured testing, issue resolution, WordPress updates and coordination with IT and the external website agency. Provide fortnightly progress updates.	October 2026

<i>SWANA report:</i> Develop and coordinate agreed launch materials, including key messages, frequently asked questions, media and spokesperson briefing materials, digital assets, landing pages and email communications. Establish escalation and launch-response arrangements. <i>Membership campaign:</i> Complete the campaign delivery-model assessment and develop the draft membership campaign brief. Where external support is recommended, prepare the agency scope of work and evaluation criteria.	
<i>Website:</i> Complete the website stabilisation phase and submit the final stabilisation report, including resolved issues, outstanding matters, recommendations and named owners of each area of work <i>SWANA report:</i> Update key messages, frequently asked questions, media and spokesperson briefing materials, digital assets and email communications. Continue any ongoing launch-related escalations or rapid communications support <i>Membership campaign:</i> Support the agency procurement, assessment and selection process, where applicable, and begin agency onboarding. <i>Strategic communications products:</i> Complete the audience and communications-product recommendations; confirm priority templates and products; and begin development of the reusable template pack. Establish the thought leadership communications tracker.	November 2026
<i>SWANA report:</i> Complete the post-launch communications review within 15 working days of the launch. <i>Membership campaign:</i> Finalise the approved campaign brief; complete agency onboarding; and agree the campaign implementation plan, responsibilities, milestones and approval processes.	December 2026

<i>Strategic communications products:</i> Deliver the first agreed templates and priority organisational products including for CSW, HRC and events as directed by the Director of Programs	
<i>Membership campaign:</i> Work alongside MCE, the selected agency and relevant AWID teams to review proposed campaign strategies, messages, audience journeys and outputs. Identify gaps, risks and required adjustments and provide a monthly coordination update. <i>Strategic communications products:</i> Continue developing and quality-assuring the agreed template suite and priority products. Provide recommendations on communications formats, materials and visibility tools for selected upcoming events. <i>Thought leadership:</i> Update the thought leadership communications tracker and produce an initial synthesis of emerging themes, audiences, communications opportunities and gaps.	January 2027
<i>Membership campaign:</i> Support final campaign preparation and conduct the formal launch-readiness assessment, documenting completed outputs, outstanding risks, unresolved decisions, system readiness and post-launch ownership. <i>Strategic communications products:</i> Complete the substantive development of the agreed template portfolio and remaining priority products. <i>Thought leadership:</i> Continue gathering and synthesising insights from Co-Executive Director engagements and other agreed organisational duties.	February 2027
<i>Strategic communications products:</i> Finalise and approve all agreed templates and priority products; transfer editable source files; and provide concise guidance on their future use and adaptation. <i>Thought leadership and strategic advice:</i> Submit the final thought leadership and communications	March 2027

recommendations note, identifying recurring themes, priority audiences, potential formats and channels, communications gaps and recommendations for consideration in future communications strategy development. <i>Handover and closure:</i> Complete the handover of files, trackers, open issues, agency information and outstanding recommendations; hold a final handover meeting; and submit the final consultancy report.	
Maintain agreed project trackers and production schedules; provide monthly progress reports; identify workload or pressures; escalate decisions and risks promptly; and provide strategic communications support for other significant organisational issues only where approved and prioritised by the Director of Programs.	Consultancy Duration

Budget

AWID would consider proposals with budgets up to USD \$ 35,000 inclusive of all taxes.

Please note that selection will not be based on cost only. This will be weighed up against other criteria as set out below.

Selection Criteria and Consultant Profile

Proposals will be assessed against the following criteria:

- Relevant experience in undertaking similar assignments.
- Technical expertise and qualifications of the proposed consultant/team.
- Understanding of the assignment and the quality of the proposed approach.
- Capacity and availability to deliver within the required timeframe.
- Cost and value for money of the financial proposal.
- Compliance with eligibility requirements.
- Track record and references from previous clients.
- Added value, including innovative approaches, local knowledge, or partnerships.

AWID is seeking an individual consultant or small consultant team, with one clearly identified and accountable lead, that combines strategic communications judgement, practical digital production and writing skills and strong project coordination.

The consultant or team should demonstrate:

- Relevant experience working with feminist, women's rights, human rights, social justice or movement-support organisations.
- Proven ability to manage complex communications projects involving multiple teams, partners, external agencies, deadlines and approval processes.
- Practical experience managing and updating WordPress websites, conducting website testing and coordinating technical fixes with developers or IT teams.
- Experience planning and delivering campaigns, report launches, public events or other significant communications moments, including communications risk and escalation support.
- Ability to develop effective communications products for different audiences, including funders, philanthropic actors, activists, members, partners and public audiences.
- Experience developing reusable presentations, briefs, speaker materials, digital products and other accessible communications templates.
- Strong strategic, editorial and analytical skills, including the ability to synthesise insights from leadership engagements and translate them into practical communications recommendations.
- Experience supporting the procurement, selection, onboarding or coordination of communications agencies or other external suppliers.
- Strong written and spoken English, sound political judgement, attention to detail and the ability to work effectively in a remote and international environment.
- Commitment to intersectional feminist, anti-racist, anti-oppression and rights-based principles.
- An awareness of digital security and other risks for movements and communities facing different situations of vulnerability and persecution.

Experience with multilingual communications, membership campaigns, digital accessibility, communications analytics, media engagement or politically sensitive communications would be an advantage.

Applicants should provide examples of relevant work demonstrating their ability to deliver the main components of the assignment. Where a team applies, the proposal must clearly identify the lead consultant, the role of each team member and who will be responsible for each area of work.

Grounds for exclusion

Applicants will be excluded if they:

- are bankrupt or insolvent
- have convictions for fraud, corruption, bribery, or other serious offences

- have failed to pay taxes or social security contributions
- have engaged in grave professional misconduct
- are subject to a conflict of interest that cannot be remedied
- are debarred or suspended by the commissioning organisation or donors
- are listed on U.S. sanctions lists or EU restrictive measures

Applicants must confirm in writing that none of these conditions apply.

Submission of quote

Interested consultants are requested to submit a quote for the work described above by 24th September 2026. Please include your unit rate and total fee.

Please also include a brief cover letter (no more than two pages) outlining how you would meet the criteria for this work, and attached the following:

- A concise technical proposal describing the proposed approach, sequencing, tools, quality assurance, risk management and collaboration model.
- A draft workplan showing how you would deliver the major outputs within the proposed timeline and approximately three days per week.
- A curriculum vitae
- A portfolio or links to at least three relevant examples, including at least one technically complex digital communications assignment.
- Contact details for two professional referees, ideally recent clients for comparable work.
- Written confirmation regarding the grounds for exclusion, conflicts of interest and any use of subcontractors.

Incomplete proposals may be excluded. AWID reserves the right to request clarification, negotiate the final scope and budget, verify references, or decide not to proceed with the consultancy.

Please submit your proposal to tenders@awid.org by 11:59PM, 24 August 2026, using the following subject heading: **Technical Communications and Digital Project Management Consultant**