**Consultancy[[1]](#footnote-1) Brief:**

**Facilitator for awareness-raising campaign workshop**

**We are looking for an experienced facilitator to deliver a one-day workshop on awareness-raising campaigning to MS organisations from 15 Arab/MENA countries.**

**Background**

MSIF ([www.msif.org](http://www.msif.org)) is a [unique global network](https://www.msif.org/about-us/our-members/) of MS organisations, people affected by MS, volunteers and staff from around the world. Our movement is made up of 49 MS organisations with links to many others.We inspire, mobilise and bring the MS world together to improve the quality of life of everybody affected by MS and to end MS forever.

We have been working with the Arab region since 2008 to strengthen the capacity of MS organisations in the region so that they will be better able to meet the needs of people affected by MS. The organisations with which we work in the region are mostly run by volunteers who are often people with or affected by MS.

When we surveyed MS organisations in the region on which themes our 2017-19 capacity building programme with them should focus on, **awareness-raising** was identified as a high priority.

At our 2016 Regional Workshop in Amman, Jordan delegates identified a **joint regional project** as an initial way to build cooperation amongst the organisations and promote collaborative working in the region.

In order to combine the above elements, MSIF is looking to support the MS organisations in the region in planning and implementing a joint awareness-raising campaign. It is envisaged that this small-scale campaign would be carried out in 2018 by as many MS organisations in the region who are able to participate. MSIF is be able to support the campaign with a maximum of (GBP) £15,000[[2]](#footnote-2).

We will be holding a one-day workshop on **26 November 2017** in **Dubai, UAE**, to provide MS organisations with training on awareness-raising campaigning, generate ideas/themes around which a joint campaign could be built and develop an initial framework for such a campaign.

**Task**

Deliver the **one-day regional workshop** on **26 November 2017** in **Dubai, UAE,** involving an estimated 28 delegates representing MS organisations in 15 Arab/MENA countries.

The aims of the workshop are to:

* increase delegates’ knowledge of how successful awareness campaigns are developed and run
* provide delegates with the tools to plan and implement such campaigns
* work with the delegates to agree on the initial framework for a regional campaign to be carried out in 2018

The following topics[[3]](#footnote-3) should be included:

* what awareness-raising means at both the national and regional level
* different types of campaign strategies that exist (using case studies)
* identifying and reaching the target audience(s);
* setting, achieving and measuring campaign objectives
* managing time and resources
* how to communicate the campaign (e.g. digital tools, the media)
* getting people involved the campaign

We envisage that the workshop will consist of training sessions; group exercises (so that delegates can start to apply what they are learning) and a final session to bring the learnings together to build the regional campaign framework.

The facilitator(s) will be required to give a maximum of **5 working days** in total (to include material preparation) between **1 October 2017 and 15 December 2017** including the workshop on **26 November 2017**.

**Services[[4]](#footnote-4)**

* Preparation, in liaison with the MSIF Secretariat, of the workshop programme content, timings and methodology to be used.
* Participation in 1-2 webinar/teleconference calls prior to the workshop with the MSIF Secretariat (call charges to be covered by MSIF).
* Preparation of all relevant training materials in Arabic, including but not limited to CDs/USBs, handouts and PowerPoint presentations for all delegates and a copy for MSIF (with an English summary).
* Preparation of pre and post workshop assessment test for delegates (in Arabic).
* Meeting with the MSIF Secretariat staff on the evening prior to the training for approximately 1-2 hours.
* Facilitation of the workshop and delivery of the training (09.00 - 18.00) on the relevant day.
* Meeting with MSIF Secretariat staff on the evening following the training for approximately 1 hour.
* Participation in 1-2 teleconference calls with the MSIF Secretariat after the training, call charges to be covered by MSIF.
* Preparation of the regional awareness raising campaign framework (Arabic).
* Preparation of the workshop final report (in English) - this will consist of two parts:
  + The first part will be a summary of the pre and post-test analysis with the aim of measuring delegates’ increased knowledge of the topic
  + The second part will present the facilitator’s observations and recommendations.

**Outputs**

* Workshop Programme (English and Arabic);
* Training materials (Arabic);
* Regional campaign framework in Arabic (including agreement from the group on the target group(s), elements/themes to focus on, objective(s), resources to be allocated , timing , MSIF and the organisations’ roles and possible types for the campaign (e.g. online and/or offline).
* Workshop final report in English (pre and post-test analysis: facilitator’s observations and recommendations).

**Facilitator(s) specification**

**It is essential that the facilitator**

* is a native Arabic-speaker (as the training, and related materials, will be in Arabic);
* has good spoken and written English;
* has at least 5 years of proven work experience in the field of campaigning and awareness raising in one or multiple countries in the Arab region;
* has at least 2 years of proven experience in facilitating workshops, training, consulting or on-the-job coaching in one or multiple countries in the Arab region, preferably in the area of campaigning and awareness-raising.

**It is desirable that the facilitator**

* has proven experience in facilitating workshops , training, consulting or on-the-job coaching of NGOs in the region, preferably in the area of campaigning and awareness-raising;
* has experience in the field of organisational development and NGO capacity building;
* has experience in designing and running region-wide/multi-countries awareness raising campaign(s).

**How to apply**

Interested candidates are requested to submit the following to Abdelfatah Ibrahim, MSIF Capacity Building Manager, [abdelfatah@msif.org](mailto:abdelfatah@msif.org) by **17.00 GMT on 24 September 2017:**

* CVs[[5]](#footnote-5) for consultant(s) who will be involved in the work.
* Complete Skills and Experience form (Annex 1)
* A proposal of no more than 2-3 pages explaining how you would respond to the Brief indicating the methodology/techniques you would use and an outline of the budget for the service (the daily rate for preparing and carrying out the service).

**Annex1: Skills and Experience Form**

Please complete this form giving examples of your experience where possible. Please maintain the current formatting and use a maximum of 3 pages.

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| **Essential** |
| 1. A native Arabic-speaker (as the training, and related materials, will be in Arabic). |
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| 1. Good spoken and written English. |
|  |
| 1. At Least 5 years of proven work experience in the field of campaigning and awareness raising in one or multiple countries in the Arab region. |
|  |
| 1. At least 2 years of proven experience in facilitating workshops, training, consulting or on-the-job coaching in one or multiple countries in the Arab region, preferably in the area of campaigning and awareness-raising. |
|  |
| **Desirable** |
| 1. Proven experience in facilitating workshops, training, consulting or on-the-job coaching of NGOs in the region, preferably in the area of campaigning and awareness-raising. |
|  |
| 1. Experience in designing and running region-wide/multi-countries awareness raising campaign(s). |
|  |

1. Open to native Arabic speaking Consultant(s)/ consultancy companies from the Arab region, however; preference will be given to UAE-based consultant(s). [↑](#footnote-ref-1)
2. Which could go towards consultancy support fees and toolkit production. [↑](#footnote-ref-2)
3. We welcome additional input on content from the selected consultant(s) [↑](#footnote-ref-3)
4. MSIF will cover the facilitator’s return flight (economy/standard class) to Dubai, visa fees and accommodation, if needed.

   [↑](#footnote-ref-4)
5. Relevant references may be requested at a later stage [↑](#footnote-ref-5)