

## **TERMS OF REFERENCE (ToR) FOR ADVANCING LOCAL DAIRY DEVELOPMENT IN NIGERIA (ALDDN) PROGRAM COMMUNICATION AND KNOWLEDGE PRODUCT DEVELOPMENT**

### **1. Background**

Advancing Local Dairy Development in Nigeria (ALDDN) is a five-year program funded by the Bill and Melinda Gates Foundation that is catalyzing the emergence of a vibrant local dairy sector in an inclusive way that improves the livelihoods, productivity, nutrition, and empowerment of smallholder women dairy farmers and the communities in which they live. Since 2020, the Advancing Local Dairy Development in Nigeria (ALDDN) program has strengthened Nigeria's dairy sector by increasing local milk sourcing, improving productivity, and empowering over 63,000 smallholder dairy farmers in partnership with formal dairy processors in Adamawa, Jigawa, Kaduna, Kano, Plateau, Bauchi, and Taraba states.

ALDDN is being implemented in partnership with private sector companies with the support of the Federal Ministries of Livestock Development, Industry Trade & Investment, Health, Women Affairs & Social Development, Water Resources, and the Governments of Jigawa, Kaduna, Kano, and Plateau States.

As part of the program closeout plan to ensure development of robust knowledge products across intervention areas and dissemination, Sahel Consulting seeks to engage a qualified communications consultancy firm under the ALDDN program to co-develop knowledge products, plan and coordinate media house engagements for airing and broadcast, organize state-level dissemination events, national closeout event, and product archive.

### **2. Purpose of the Assignment**

The purpose of this consultancy is to develop, review and refine ALDDN interventions knowledge products in their various formats (Videos, documents and prints), oversee media house engagement for airing, broadcasting and publishing program impacts/ success stories, support product archive processes, planning state level dissemination events across projects states and national mega closeout event.

### **3. Scope of Work**

The consultancy firm will undertake the following tasks:

- Conduct a review of ALDDN material repository and work the team members in developing contents and knowledge product of various fits, as agreed upon.
- Develop a dissemination plan/calendar and adopt best practices, ensuring the program's impact and success stories are well captured.
- Lead engagement with local and international media outlets to strengthen visibility of programme results through story placement, broadcast opportunities, interview sessions, journalist engagement initiatives, and other strategic media activities that promote evidence-based reporting on programme impact.
- Coordinate stakeholders' engagement and communication for state-level events and national close-out.
- Effectively plan and execute dissemination events across project states and the national close-out

with the ALDDN team and relevant departments.

- Compile final program report to be shared with the Gates foundation.
- Coordinate knowledge product archive/repository development, promoting availability, accessibility, and reliability.

#### 4. Deliverables

The consultancy firm will be expected to deliver the following:

- **Knowledge Products**
  - Development of at least 10–15 written knowledge products drawn from programme evidence and lessons.
  - Refinement and packaging of existing multimedia assets for dissemination.
- **Media Engagement**
  - Development and execution of a media engagement plan.
  - Facilitate a minimum of **20 strategic media engagements**, comprising at least **10 media story placements, 5 interviews, 3 broadcast features, and 2 journalist engagement activities** (e.g., roundtables, briefings, or learning sessions).
- **Events**
  - Support planning and execution of state-level dissemination events.
  - Support planning and execution of one national closeout event.
- **Knowledge Management**
  - Development of a structured digital repository of approved programme knowledge products and communication assets.
  - Complete and approved program report

#### 5. Duration and Level of Effort

The assignment is expected to be conducted for a period of 5 months (June – October), with a detailed timeline to be agreed upon at inception.

#### 6. Reporting and Coordination

- The consultancy firm will report to the ALDDN National Team Leader and will work closely with ALDDN team members and relevant Sahel departments.
- All deliverables will be reviewed and approved by the program manager prior to final acceptance.

#### 7. Required Qualifications and Experience

The consultancy firm should demonstrate:

- Experience in communications and knowledge products development, such as documentary, policy brief, content harmonisation, storytelling and report writing.
- Strong relationship with local and international media outfits, which must include TV stations, Radio stations, Prints media and agencies.
- Experience in event planning, coordination, stakeholders' management and event execution.
- Excellent facilitation, analytical, and report writing skills.

## **8. Governance and Ethical Considerations**

The Consultancy firm will adhere to Sahel Consulting's safeguarding, confidentiality, and ethical standards throughout the assignment. All materials developed under this consultancy will remain the intellectual property of Sahel Consulting.

## **9. Payment Terms**

Payment will be milestone based and linked to approval of agreed deliverables, as detailed in the consultancy contract.

## **10. Application Process**

Interested firms are required to submit a proposal outlining approach and methodology, relevant experience and portfolio of similar assignments and CV(s) to [comms@sahelconsult.com](mailto:comms@sahelconsult.com).

**Deadline:** June 10, 2026