

REQUEST FOR PROPOSALS

Consulting Firm/Individual Consultant Communications Strategy Facilitation

About AfricaNenda Foundation:

[AfricaNenda Foundation](#) is an Africa-based, African-led nonprofit working with central banks and payment ecosystem stakeholders to accelerate the design, development, launch, and improvement of inclusive instant payment systems.

Our team of 25 experts across 14 countries provides technical expertise, builds capacity, shares knowledge, and advocates for inclusivity across the IIPS project lifecycle. Through this work, we aim to deliver the power of seamless and affordable digital payments to 260 million financially excluded Africans by 2030.

Objectives of the Consultancy:

The objective of this consultancy is to support AfricaNenda in developing a clear, coherent, and impact-oriented Communications Strategy (2026–2029) that strengthens its positioning, storytelling, and influence, and aligns with organizational priorities.

Scope of Work:

Phase 1: preparation & alignment ((mid–late March 2026)

The provider will:

- Conduct a diagnostic review of the current communications approach, tools, and practices.
- Review draft functional strategies prepared by the Media, Digital Communications, and Knowledge Management leads.
- Review of feedback collected through surveys.
- Hold alignment meetings with AfricaNenda leadership.
- Hold working sessions with the communications team to understand priorities, constraints, and expectations.
- Design and prepare facilitation materials for the communications strategy workshop, including personas and narrative exercises.

Phase 2: Workshop facilitation (31 March – 3 April, Senegal)

The consulting firm will support and facilitate selected sessions of the Communications Strategy Workshop, including:

- Reflection on past communications approaches and lessons learned
- Facilitation of a persona validation exercise to identify and refine priority audiences
- Facilitation of discussions to define and refine AfricaNenda's core narrative and storytelling pillars
- Fine-tune communications stakeholders' assessment, refining key messages, audiences, channels and related KPIs
- Develop a clear, sequenced timetable, coordinating deliverables per major channels (PR, media outreach, Digital Coms and KM)

The provider is expected to attend the full workshop to ensure coherence, continuity, and effective synthesis of discussions.

Phase 3: Post-Workshop synthesis strategy support (early April 2026)

Following the workshop, the consulting firm will:

- Consolidate key insights, decisions, and agreed directions from the workshop
- Develop a set of validated audience personas
- Articulate a clear core narrative and storytelling pillars
- Provide written inputs and recommendations to strengthen and fine-tune the Communications Strategy (2026–2029)

Deliverables:

The provider is expected to deliver the following:

- Workshop facilitation approach and session designs
- Short synthesis report summarizing workshop outcomes and next steps
- Validated audience personas (2–4)
- Core narrative and storytelling pillars
- Final Communications Strategy document (2026–2029)

The consultancy is expected to require approximately 10–12 working days, including preparation, onsite workshop facilitation in Senegal, and post-workshop synthesis and support.

Maximum budget for the assignment: USD \$15,000.

Important Note: All work products, design, materials, concepts... provided in the performance of the services shall be the sole property of AfricaNenda.

AfricaNenda will have the exclusive usage rights and intellectual property rights on the assets created, and may use them in all its communication channels, with no time limit or duration.

Required Profile and Experience:

- The consulting firm or individual consultant must demonstrate:
- At least 8–10 years of proven experience facilitating communications or narrative strategy processes for foundations, NGOs, or similar organizations
- Strong track record of expertise in strategic communications, storytelling, and positioning
- At least 5 years of demonstrated experience designing and facilitating persona or audience exercises
- Experience working with foundations, policy-focused, or international organizations
- Strong facilitation, synthesis, and writing skills
- Experience working on digital public infrastructure, financial inclusion, or public policy is an asset

For consulting firms:

The project team must include senior-level consultants with no less than 12 years of professional experience in communications, supported by mid-level staff with 5+ years of relevant experience

For individual consultants:

The consultant must have no less than 15 years of professional experience in strategic communications and facilitation and demonstrate the capacity to deliver the assignment independently.

Application Process:

Interested providers should submit a technical proposal outlining their approach, a financial proposal, a CV, and examples of similar assignments where available, by email to info@africanenda.org no later than **27 February 2026**

Only highly qualified candidates will be considered; short-listed candidates will be contacted.