I. Background

CRS has a long history of collaboration with the Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund). Since 2003, CRS has been awarded over $884 million to implement programs in 27 countries, including nine where CRS serves (or has served) as Principal Recipient. For the current three-year cycle 2021-2023, CRS has a confirmed portfolio of seven Principal Recipient grants for a total 3-year budget of around $630 million, in addition to several Sub-Recipient and Service provider contracts.

CRS’ 2030 Strategy places a central emphasis on fostering local leadership within the countries in which CRS operates. Directly aligned with this commitment is CRS’ High Performing Implementers (HPI) Initiative, which aims to accompany national government partners to eventually become and remain strong Principal Recipients of Global Fund grants. Together with national partners, CRS has begun to implement this structured approach to partner-led capacity strengthening in the current 2021-2023 grant cycle in five priority countries and is assembling a global HPI Support Team to provide direct, comprehensive capacity strengthening support to national partners in priority countries according to their needs.

II. Primary Purpose

A consultant is needed to support CRS and national partners in communicating about the progress and results of the HPI Initiative within CRS, and with external stakeholders including Country Coordinating Mechanisms, the Global Fund, and other key stakeholders. The consultant will create content and use effective communications channels to demonstrate the value and results coming from the HPI Initiative. The consultant will engage in the production of effective communications materials including videos, photos, stories, and social media content.

III. Specific Tasks

Consultant activities will include the following:

1. Review all background content provided regarding HPI, the Global Fund and the external environment.
2. Develop a brochure showcasing the HPI Initiative (1 brochure).
3. Develop three (3) HPI overview presentations in PowerPoint for three different audiences (3 total).
4. Develop a fact sheet for each HPI country (6) and for the HPI Initiative overall (7 total).
5. Develop a brief (2-pager) for each capacity area HPI is supporting (4 briefs total).
6. Develop a bi-monthly HPI digital newsletter for CRS Country Programs and Executive Leadership (4 newsletters total).
7. Develop a quarterly digital briefing for the Global Fund on HPI (3 quarterly briefings total).
8. Develop three short videos showcasing the work of HPI (3 short videos total).

Ensure that all HPI-related communications are consistent with CRS' branding and publications guidelines and donor requirements and receive the proper approvals before being released.

IV. Deliverables and Timeframe

The assignment is between July 25, 2022 – March 25, 2023. The consultant will produce deliverables as per the following schedule:

| Deliverables                                                                 | Deadlines                     |
|----------------------------------------------------------------------------|
| 1. Review all background content provided                                 | 28 July 2022                  |
| 2. Develop a brochure showcasing the HPI Initiative (1 brochure)           | 9 August 2022                 |
| 3. Develop one (1) updated HPI PPT presentation for use with the Global Fund | 2 September 2022              |
| 4. Develop updated HPI PPT presentations for national partners and CRS (2)  | 2 September 2022              |
| 5. Develop a fact sheet for each HPI country (6) and for the HPI Initiative overall (7 total). | 27 September 2022 |
| 6. Develop a brief (2-pager) for each capacity area HPI is supporting (4 briefs total). | 7 October 2022              |
| 7. Develop a bi-monthly HPI digital newsletter for CRS Country Programs and Executive Leadership (4 newsletters total). | 2022: September, November 2023: January, March |
| 8. Develop a quarterly digital briefing for the Global Fund on HPI (3 briefings total). | 2022: September, December 2023: March |
| 9. Develop three short videos showcasing the work of HPI (3 short videos total). | 2022: September, December 2023: March |

V. Qualifications

**Required Languages:** Fluent English and fluent French both required.

**Qualifications:**
- Photography and videography experience
- Proven record of successful marketing and communications campaigns
- Solid understanding of international media
- Proven track record of high-level media placements
- Cultural sensitivity, patience, flexibility, and ability to work well in a multi-sectoral and multi-cultural team
- Familiarity with the Global Fund preferred
VI. Place and Period of Performance

Place of Performance: Remote

Period of Performance: July 25, 2022 – March 25, 2023

VII. Application Components:
Applicants must submit the following:
• Cover letter, which describes a brief summary of approach that demonstrates qualifications in undertaking the Scope of Work. This summary should highlight how the applicant will complete the deliverables. (Document cannot exceed 3 pages single-spaced.)
• Compensation rate per day and total cost for completing the assignment, including a confirmation of the level of effort (number of billable days) to complete the assignment.
• Resume/ CV.
• Three professional references, with the following details about the references: (a) name, (b) position, (c) company, (d) phone number, (e) email address, and (f) city, state, country

VIII. Proposal Deadline
All proposals must be sent to gscmconsultancies@crs.org no later than July 15, 2022 [11:59 PM EST for electronic submission]. The solicitation name “US4863: Communications Support for HPI Initiative” must be included in the subject line.

IX. Q&A Opportunity
Prospective bidders may submit any clarification questions to gscmconsultancies@crs.org by July 5, 2022. Responses will be provided to any known prospective bidders on July 8, 2022.

X. Key Working Relationships

Key Working Relationships:
• HPI Team Lead
• HPI Technical Team (4 Technical Advisors)
• Director, Global Fund Support Unit (GFSU)
• Chiefs of Party – HPI Priority Countries
• Director of Communications (or her delegate)
• Regional Information Officers from three relevant regions (WARO, SARO, CARO)