



CALL FOR CONSULTANCY

The Zanzibar Maisha Bora Foundation (ZMBF) is a non-profit organization founded by the First Lady of Zanzibar, H.E. Mrs. Mariam H. Mwinyi, who also serves as the Chairperson of the Board of Trustees. Established in 2021, ZMBF envisions a future where all Zanzibaris attain a high quality of life. Guided by its Strategic Plan and aligned with national and global development agendas, the Foundation implements programs in public health, women's economic empowerment, youth development, community wellbeing, and the prevention of gender-based violence (GBV).

Effective advocacy and communication are central to ZMBF's mission, particularly in promoting Sexual and Reproductive Health and Rights (SRHR), gender equality, social justice, and the empowerment of women and young people. To strengthen institutional capacity and enhance evidence-based programming, ZMBF intends to engage a qualified consulting firm to conduct a baseline assessment and deliver comprehensive capacity-building training on SRHR advocacy, SMART Advocacy, policy analysis, strategy development, community mobilization, and strategic online communication.

This invitation is issued with reference to the Terms of Reference (ToR) – Annex A, which outlines the assignment's objectives, scope, methodology, deliverables, and expected outputs.

Sn	Tender Title	Tender Number	Reference
1	Consultancy for Baseline Assessment and Capacity-Building Training on SRHR Advocacy, SMART Advocacy, Strategy Development, Policy Analysis, and Strategic Communication	ZMBF/PP/2025/C/o8	

A. Scope of work:

1. Baseline Needs Assessment

Conduct a comprehensive institutional assessment to determine ZMBF's current advocacy capacity, existing knowledge of SRHR, and the SRHR challenges in Zanzibar. This includes analysing socio-cultural dynamics and engaging staff, community members, and stakeholders through surveys, interviews, and focus group discussions.

2. Training on Strategy Development and Policy Analysis

Deliver practical trainings on strategic planning and policy analysis, including understanding policy processes, identifying gaps, and applying evidence-based approaches to policy influence and advocacy planning.

3. SMART Advocacy Capacity Building

Provide training on SMART Advocacy, an evidence-based, decision maker focused methodology to enable staff to design high-impact advocacy strategies related to SRHR, gender equality, community wellbeing, and social development.

4. Training in Community Mobilization and Strategic Communication

Conduct an orientation session for staff on community mobilization techniques and digital communication, including social media content creation, audience engagement, and strategic online communication to improve advocacy visibility.

B. Firm Qualifications & Competencies:

1. Strong expertise in public health, gender, SRHR, Social Sciences, or related fields, reflected through its multidisciplinary professional team.
2. At least 5 years of institutional experience implementing SRHR, gender, advocacy, or community development programmes.
3. Proven track record working with NGOs, INGOs, and development partners, with clear understanding of donor compliance, reporting requirements, and capacity-building expectations.
4. Demonstrated experience conducting baseline assessments, institutional capacity assessments, or research studies using both qualitative and quantitative methods.
5. Solid experience delivering advocacy, SMART Advocacy, policy analysis, community mobilization, and digital communication trainings for organizations.
6. Knowledge of national and global development agendas, including SRHR frameworks, gender equality commitments, the Sustainable Development Goals (SDGs), and Zanzibar/Tanzania policy priorities related to health, youth, GBV, and community development.

7. Excellent written and verbal communication skills, including the ability to produce high-quality reports, tools, and training materials.
8. Familiarity with Zanzibar's socio-cultural, political, and policy context (highly desirable).

C. Submission Requirements

Interested firms must submit:

1. Cover Letter / Expression of Interest indicating suitability and **availability**.
2. Technical Proposal (understanding of the assignment, methodology, work plan, relevant experience).
3. Financial Proposal (detailed cost breakdown including professional fees or supply costs).
4. Company Profile (for firms) and their CVs.
5. Academic and Professional Certificates.
6. Legal & Compliance Documents: Valid business license, TIN certificate, VRN certificate, and tax clearance.
7. References / Evidence of Past Work (at least two similar assignments or reference letters).

D. Reporting:

The consultant will report to Technical Programs Manager and coordinate closely with the NGO management team.

E. Application Process:

All proposals must be submitted in sealed envelopes clearly marked with the Tender Reference Number and physically delivered to the address below or sent electronically as a single ZIP file (containing both technical and financial proposals) to **recruitment@zmbf.or.tz** no later than **01th December 2025**.

Physical Address:

Chief Executive Officer
Zanzibar Maisha Bora Foundation (ZMBF)
P.O. Box 904, Migombani, Zanzibar
Tel: +255 24 223 2167 | Website: www.zmbf.or.tz

Email Submission:

recruitment@zmbf.or.tz

F. Important Notes

1. Applicants must clearly indicate the **specific assignment/Annex** they are applying for.

2. ZMBF reserves the right to accept or reject any application and is not bound to provide reasons for its decision.
3. Late or incomplete submissions will not be considered.
4. Only shortlisted consultants, firms, or suppliers will be contacted.

Issued by:

Chief Executive Officer
Zanzibar Maisha Bora Foundation (ZMBF)

ANNEX:A



TERMS OF REFERENCE (TOR)

Title: Consultancy for Baseline Assessment and Capacity-Building Training on SRHR Advocacy, SMART Advocacy, Strategy Development, Policy Analysis, and Strategic Communication

Tender Reference Number: ZMBF/PP/2025/C/o8

Issue Date: 24th November 2025

Closing Date: 01st December 2025

Organization: Zanzibar Maisha Bora Foundation (ZMBF)

Location: Zanzibar, Tanzania

A. Background:

The Zanzibar Maisha Bora Foundation (ZMBF) is a non-profit organization founded in 2021 by the First Lady of Zanzibar, H.E. Mrs. Mariam H. Mwinyi, who also serves as the Chairperson of the Board of Trustees. ZMBF envisions a future where all Zanzibaris attain a high quality of life. Guided by its Strategic Plan and aligned with national and global development agendas, the Foundation implements programs in public health, women's economic empowerment, youth development, community wellbeing, and the prevention of gender-based violence (GBV).

Advocacy and communication are central to ZMBF's mission, especially in advancing Sexual and Reproductive Health and Rights (SRHR), gender equality, social justice, and community empowerment. Strengthening institutional capacity in evidence-based advocacy, policy engagement, and strategic communication is therefore essential for the effective delivery of ZMBF's programmes.

To support this mandate, ZMBF invites qualified consulting firms to conduct a baseline institutional assessment and deliver a comprehensive capacity-building programme in SRHR advocacy, SMART Advocacy, policy analysis, strategy development, community mobilization, and digital/online communication. This assignment will contribute to improving ZMBF's advocacy effectiveness, internal capability, and visibility.

B. Objectives:

1. Assess ZMBF's current advocacy readiness, institutional capacity, and SRHR-related gaps through a baseline needs assessment.

2. Build staff capacity in SMART Advocacy, policy analysis, strategy development, and evidence-based decision-making.
3. Enhance competencies in community mobilization and digital communication, including social media engagement and strategic content development.
4. Produce practical tools, guidelines, and actionable recommendations to guide ZMBF's ongoing advocacy and communication work.

C. Scope of Work:

The consulting firm will undertake the following tasks:

1. Baseline Needs Assessment

1. Conduct an institutional assessment to determine ZMBF's current advocacy capacity, SRHR knowledge, and existing gaps.
2. Analyze community-level SRHR challenges, socio-cultural dynamics, and key influencers.
3. Use a mixed-methods approach (surveys, interviews, FGDs, document review).
4. Produce a comprehensive baseline report with findings and recommendations.

2. Training on Strategy Development and Policy Analysis

1. Deliver practical training on policy processes, stakeholder mapping, strategy formulation, and evidence-based advocacy.
2. Build capacity to analyze policies, identify gaps, and develop actionable advocacy strategies.

3. SMART Advocacy Capacity Building

1. Conduct training using SMART Advocacy methodology (Specific, Measurable, Achievable, Relevant, Time-bound).
2. Guide staff through problem identification, decision-maker analysis, ask formulation, and messaging.

4. Training on Community Mobilization and Strategic Communication

1. Train staff on community mobilization approaches, community engagement techniques, and behaviour-change communication.
2. Deliver digital communication and social media orientation, including content planning, strategic messaging, and visibility enhancement.

D. Deliverables:

1. Inception Report – A detailed report outlining the consultant's understanding of the assignment, methodology, work plan, and approach to achieving the objectives.

2. Baseline Report – A comprehensive assessment of the current situation, including key findings, gaps, and recommendations to inform program interventions.
3. Training Materials – Customized training manuals for Training Modules for: (Strategy development & policy analysis, SMART Advocacy, Community mobilization, social media & online communication), guides, templates, handouts and tools developed for capacity-building sessions.
4. Training Reports – Documentation of all training sessions conducted, including attendance, evaluations, key observations, participant feedback and key outcomes.
5. Final Consolidated Report – A consolidated report summarizing all activities, findings, lessons learned, and sustainability recommendations.

E. Duration:

36 working days from contract signing.

F. Qualifications:

1. Strong expertise in public health, gender, SRHR, Social Sciences, or related fields, reflected through its multidisciplinary professional team.
2. At least 5 years of institutional experience implementing SRHR, gender, advocacy, or community development programmes.
3. Proven track record working with NGOs, INGOs, and development partners, with clear understanding of donor compliance, reporting requirements, and capacity-building expectations.
4. Demonstrated experience conducting baseline assessments, institutional capacity assessments, or research studies using both qualitative and quantitative methods.
5. Solid experience delivering advocacy, SMART Advocacy, policy analysis, community mobilization, and digital communication trainings for organizations.
6. Knowledge of national and global development agendas, including SRHR frameworks, gender equality commitments, the Sustainable Development Goals (SDGs), and Zanzibar/Tanzania policy priorities related to health, youth, GBV, and community development.
7. Excellent written and verbal communication skills, including the ability to produce high-quality reports, tools, and training materials.
8. Familiarity with Zanzibar's socio-cultural, political, and policy context (highly desirable).

G. Reporting:

Reporting to Technical Programs Manager.

H. Payment Schedule:

30% inception, 40% draft, 30% final report.