



INTERNATIONAL PLANNED PARENTHOOD FEDERATION

East, Southeast Asia and Oceania Region

Terms of Reference

Consultancy Title:	Division:	
Restricted Programmes Communications Consultant	IPPF ESEAOR Member Association Support and Development – Restricted Programmes Team Dual reporting to the IPPF ESEAOR External Relations Team: Regional Communications, Voice and Media Advisor	
Location:	Date:	
Remote based - preference to be based in the ESEAOR region	May 2026	
Time Frame	Type of contract	
Preferred supplier pool from approximately June 2026 – June 2028. Individual contract awarded based on ToR.	Consultancy contract with specific TOR and number days per agreed piece of work	
1. CONSULTANCY PURPOSE & OBJECTIVES		
<p>The International Planned Parenthood Federation (IPPF) was founded in 1952 and currently has 150 Member Associations (MAs) and Collaborative Partners (CPs) with a presence in over 146 countries. IPPF is a global healthcare provider and a leading advocate of sexual and reproductive health and rights (SRHR) for all with the vision that all people are free to make choices about their sexuality and well-being, in a world free from discrimination.</p> <p>IPPF ESEAOR is seeking to establish a pool of experienced communications consultants to provide high-quality communications support and strengthen MA capacity in the development of communications materials and content, and to build an asset bank for external communications purposes. The consultants will be focused on IPPF’s RESPOND Phase II program, funded by the Australian Government, and another smaller program funded by a leading US-based foundation. The following are the priority countries, but may include others: Afghanistan, Laos, Philippines, Vietnam, Maldives, Indonesia, and Nepal.</p>		
2. KEY TOR COMPONENTS		
<p>Consultants are welcome to apply for specific components of the TOR and are not expected to cover the full scope of work. Proposals focused on support in a single country are encouraged.</p> <p>I. Restricted Programmes Communications support</p> <ul style="list-style-type: none">Develop RESPOND II communication Plan. Work closely with IPPF ESEAOR restricted programmes team and regional communications advisor to develop a program specific communications plan in line with DFAT and IPPF requirements and guidance		

- Writing and editing: draft, edit, and finalise communications products including factsheets, learning and evidence pieces gender-sensitive, LGBTQI-inclusive, and ethical communications.
- Social media: develop and adapt content for IPPF’s channels, ensuring content is timely, consistent, and engaging.
- Knowledge management & systems: support the regional communications advisor to organise and maintain communications assets, including caption sheets, uploading to story banks, image libraries, and templates.
- Contribute to messaging and materials for donor and advocacy events.

II. Content Collection and Documentation

- Identify and gather content – either remotely through calls and interviews or in-person through field visits to select MA sites (e.g., clinics, service delivery points, outreach activities)
- Draft client and community stories, including human interest stories and/or case studies highlighting programme impact, innovation, and challenges
- Ensure all documentation adheres to ethical standards, including informed consent and safeguarding protocols

III. Visual Asset Production

- Provide guidance and support to MAs to take high quality and ethical photographs reflecting service delivery, community engagement, and client experiences
- Coordinate with and supervise local photographers (subcontract to a photographer is possible in some contexts) to capture high volume of high-quality photographs in compliance with IPPF and DFAT requirements and standards
- Curate and organize visual assets with proper captions, consent documentation, and metadata

IV. Communications Capacity Strengthening – select contexts

- Design and deliver a practical communications training workshop for MA staff covering (remote or in-person):
 - Types of communications products (human stories, case studies, blogs, social media content)
 - Writing techniques for impact and audience targeting
 - IPPF communications guidelines, tone, and branding standards
 - Ethical storytelling, safeguarding, and informed consent protocols
 - Photography basics (types of photographs, storytelling through images, consent, sensitive topics)
- Provide simple templates and tools that MAs can use post-training

ILLUSTRATIVE DELIVERABLES

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| I. | TOR Component 1 |
| | <ul style="list-style-type: none"> • Finalised RESPOND II Communications Plan • Finalised communications materials – case studies, human interest stories, content for social media posts and IPPF’s website |
| II. | TOR Component 2 |
| | <ul style="list-style-type: none"> • Various comms pieces collected from MA information and activities |
| III. | TOR Component 3 |
| | <ul style="list-style-type: none"> • Collection of photographs for MA and IPPF use |
| IV. | TOR Component 4 |
| | <ul style="list-style-type: none"> • Training materials developed and training delivered |

CONSULTANT PROFILE

Essential:

- Demonstrated experience working in communications within a large internal NGO or in the development sector
- Fluency in written and spoken English - excellent writing and editing skills with ability to adapt style for different audiences.
- Experience with social media content creation and trends.
- Commitment to ethical, inclusive, feminist, and rights-based storytelling.
- Strong organisational skills, with the ability to deliver to tight deadlines.
- Alignment with IPPF values, vision and mission including pro-choice and inclusivity of marginalised groups.
- Understanding of and a commitment to safeguarding, including child protection.

Desirable:

- Knowledge and experience of SRHR.
- Familiarity with donor communications
- Experience working with diverse international teams.
- Experience of commissioning and briefing creative consultants (e.g. filmmakers, photographers, editors)
- Design and layout skills (e.g. Canva, PowerPoint, InDesign).
- Familiarity with media outreach and placement processes.
- Ability to speak languages listed in priority countries
- Basic web skills (uploading articles)

6. LOCATION

Malaysian candidates:

- Must already have the right to work in Malaysia

Candidates located outside Malaysia:

- Candidates will work on a remote basis and must be available for the majority of the day Kuala Lumpur business hours (9:00 AM – 5:00 PM, Monday to Friday)
- Remote candidates will be responsible for any taxes in the country they are based
- Highly desirable: consultants living in priority countries

7. APPLICATION INSTRUCTIONS

Please submit the following to eseaorjobs@ippf.org with subject line 'Restricted Communications Consultancy'

- Cover letter and brief financial proposal detailing:
 - Which components of the TOR you are interested in implementing
 - Your daily rate that you will commit to for a period of 2 years, excluding VAT. Where applicable, VAT should be shown separately.
 - Illustrative proposed days depending on TOR component
- CV highlighting relevant experience
- 2-4 Writing and/or work samples – preference is for links to online content.
- Indication of availability

Guidance:

- IPPF ESEAOR intends to hire multiple consultants to support and build capacity in member associations to produce communication materials.
- Consultants will become preferred suppliers for two years after completing acuity checks.
- The consultant contract will be based on a daily rate for mutually agreed time period. The contract is subject to renewal based on candidate's performance and availability of funding.
- Consultants are not required to commit to the entire TOR, individual components may be chosen or proposals to only provide support in one country are acceptable

- The number of days will depend on the components of the TOR chosen. If selected for consultancy the number of days will be discussed and agreed prior to start.
- It is expected longer term on-going communications support (component 1) will be up to 10 days per month
- Writing samples that are not publicly available will be only shared with the hiring panel