ESTHER Switzerland, hosted by the Institute for Social and Preventive Medicine (ISPM), promotes institutional health partnerships between Swiss hospitals, universities, laboratories, research institutions and institutions in low- and middle-income countries through knowledge generation, sharing of best practices and policy input with the goal of contributing to Universal Health Coverage and Health System Strengthening.

Communication Consultant - ESTHER Switzerland

Temporary appointment

The objective of the communication consultancy will be to position ESTHER in the Swiss Health Development landscape, to make it more widely known in Switzerland and potential partner countries and to attract new partners as well as funders.

The tasks of the consultant will be the following:

1. Develop a communication concept, harmonized and coordinated with the fundraising strategy, including a well-written mission statement, key messages for various target groups (both partners and funders) and channels in order to make ESTHER more widely known and valued and to ultimately attract more partners and funders. The communication strategy should leverage the characteristics that distinguish ESTHER from other funding mechanisms, defining its unique selling point and the niche of ESTHER within the Swiss landscape.
2. Develop communication material, such as a revised and more attractive website, flyers, fact sheets and other based on the communication strategy, targeting different stakeholders as well as an implementation strategy.
3. Harmonize and coordinate the communication strategy with the fundraising strategy: The communication consultant will be expected to work closely with the fundraising consultant, who is being recruited in parallel.

A total number of about 25 working days between February 2020 and September 2020 may be allocated to the consultant / consultancy team. The bulk of the working days will be between February and April, for the development of the communication strategy and the development of communication material, while the remaining days should be used for implementation.

The communication consultant(s) should demonstrate:

- Very good knowledge of the Swiss health sector and its variety of actors.
- Up to date knowledge and experience in communication in the field of development and health
- Up to date knowledge and experience in the development of communication and marketing strategies for non-profit organizations
- Knowledge of different modalities in development cooperation (project, programme, policy dialogue, partnerships; multilateral and bilateral work, etc.)
- Good knowledge of the Swiss development cooperation system and of the SDC health policies.
- Knowledge in public health, especially in development context.
- Familiarity with Institutional Health Partnerships (IHP)
Please make sure to consult the following document for more detailed information:
For further information do not hesitate to contact the ESTHER Switzerland Project Manager: Dörte Petit, doerte.petit@ispm.unibe.ch

The consultancy proposal should be structured as follows:
- Cover page with name and contacts of the consultant(s)
- Interpretation of the mandate
- Outline of a communication strategy to demonstrate understanding of the task, including target groups, key messages and preliminary ideas of communication material.
- Methodology
- Timeline
- Budget
- Consultant(s) expertise/ examples of previous work (weblink)
- Annexes: CV, note on possible conflict of interest

The proposal should not exceed 10 pages (excluding annexes).

Please send your proposal by February 25th 2020 to Dörte Petit, doerte.petit@ispm.unibe.ch.