

Terms of Reference

Scoping study for country-specific communications strategies: Ethiopia

Reflecting on our engagement statistics, we are adapting our global communications, networking and impact strategy to include a specific sub-set of activities to improve our engagement in Ethiopia.

We are looking to reach new sanitation and hygiene audiences in Ethiopia and share our work. We are also looking for input and feedback. We are interested in hearing stories of what sanitation and hygiene activities, policies and approaches have worked well in-country, and what has failed. We would like to hear about new innovative methods or approaches, or reflections on emerging themes. These stories could be blogs, other outputs or participation in our events and research.

We're interested in strengthening existing connections and forging new relationships. Ideally, we would like to create connections with field-based practitioners, getting outside the capital city and major towns.

We strongly encourage applications from individuals based in Ethiopia who know the country's sanitation and hygiene sector and audiences well and have a strong understanding of online and offline communications strategies.

Below is a quick summary of the Hub's key audiences we're considering for our new strategies in Ethiopia. At the end of this document is a summary of our key activities.

SLH key audiences

- In-country sanitation and hygiene practitioners
- Sanitation and hygiene specialists/consultants (these tend to be international but with extensive field experience)
- Southern policymakers
- Southern sanitation and hygiene academics and researchers
- Donors

Deliverable

Short written report answering the following questions and including any other information you think is relevant.

Questions for in-country communications work

- What do you think are the preferred communications channels for our key audiences in-country? (Please be as specific as possible in your response, for example, 'Facebook groups' instead of 'social media', or 'local community radio' vs 'radio'.)
- What are the main languages used by key-audiences for in-country communications around sanitation and hygiene?

- Are there key opportunities for us to engage, for example, when are national and regional sanitation and hygiene events, meetings and conferences due to take place?
- What key organisations should we be engaging with for sanitation and hygiene work? For example, CSO networks and rights holder organisations focusing on disability, gender, or other relevant cross-cutting topics.
- What are the key sanitation and hygiene themes being discussed on social media, campaigns and other communication channels?
- How can we engage with people outside of the capital city?
- What can we learn from successful media/social media campaigns? Do you have any examples of successful campaigns?
- Would people appreciate physical copies of our publications? If so, who?
- Who are the individuals and institutions that would be good for us to connect with? (for example, practitioners or policymakers active on social media, journalists who influence change and have impact.)
- What audiences are not being targeted by SLH and other organisations working in sanitation and hygiene?
- What are your short-term and long-term recommendations for SLH to move forward in this area?

Budget

We expect this work to take up to 3 days (maximum). Please provide a daily rate when you apply.

Timeline

We would expect the report to be submitted by the Friday 6th August.

How to apply

Please submit the following to SLH@ids.ac.uk by Friday 25th June 5pm UK Time.

- Your CV (preferably a 2-page version)
- A 1-page statement explaining how you would address the work
- Your daily rate

Gender, Equality and Social Inclusion Statement

The Sanitation Learning Hub is committed to eliminating discrimination and to embedding and supporting equality, diversity and inclusion among our workforce, in our work and in all our activities including recruitment and selection.

As part of the Institute of Development Studies, we have an [Equality diversity and inclusion policy.pdf](#) which aims to ensure that no member of staff or job applicant receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and/or belief, sex and sexual orientation as set out in the Equality Act 2010. We are also committed to avoiding discrimination on any other basis, characteristic or identities not specified in the Act, and we are committed to avoid stereotyping or assumptions based on actual or perceived characteristics.

Summary of SLH activities

What is our niche?

In such a diverse and challenging sector, it's more vital than ever to use the spaces the Hub creates for reflection and to encourage the co-generation of answers to emerging questions for good quality practice.

Our team is sensitive, agile and able to adapt quickly to emerging priorities, identify gaps and expose what is being overlooked.

We build on over a decade of work and longstanding trust and relationships that have developed over this time. Partners and contacts have routinely welcomed our ability to reflect on, digest and disseminate information coming from different organisations and countries.

What are our main activities?

Our key activities include:

- Co-convening global, regional and thematic workshops for reflecting, sharing and learning.
- Innovating 'Rapid Action Learning' (RAL) participatory approaches and methodologies.
- Co-producing action-orientated research, publications and tools.
- Providing timely digital communications via our website, newsletter and social media.

What issues do we prioritise?

We can see that the sector faces a long list of unknowns and challenges, as well as areas of opportunity.

There are key areas where rapid and realistic learning about unknowns, innovations and experiences, and the incorporation of lessons into policy and practice, could be very valuable.

They are also potentially mutually strengthening: learning and action on one will benefit the others. These are not set in stone – and the agility of the Hub enables us to adapt and change as new challenges and questions emerge. Some priority themes for the coming years are:

- Leaving no one behind – effective policies, guidelines and programme processes that support the poorest, most marginalised and hardest to reach in achieving S&H services.
- Gender transformative programming – further exploring how S&H programming and processes can be strengthened to promote transformative change in gender inequality within households, communities and within S&H programming and policy.
- Safely managed sanitation and environmental cleanliness – how to ensure higher levels of service provision, safe disposal of faeces, safe handwashing practices and management of animal faeces.
- Sustainability, partial usage and slippage – support the rapid identification and sharing of new practices to address slippage and sustainability challenges being faced.