



Because All Farmers Deserve Good Seed

info@seedssystemsgroup.org

<https://www.seedssystemsgroup.org>

Terms of Reference (ToR)

Outsourced Communications Management for Seed Systems Group Inc.

1. Background

Seed Systems Group Inc. (SSG) is a non-profit technical organization dedicated to strengthening sustainable seed production, supply, and distribution systems in emerging markets. Through the innovative Public–Private Partnership (PPP) model, SSG collaborates with governments, local seed companies, research institutions, extension services, and farmer organizations to enhance access to high-quality, locally adapted seed varieties.

To support its mission—and to effectively engage global development stakeholders including private foundations, bilateral and multilateral donors, and philanthropic investors—SSG seeks to outsource its communications management function. The selected service provider will elevate SSG’s visibility, strengthen its global brand, communicate results effectively, and strategically position SSG’s consultancy, training, and capacity building services across regions.

2. Purpose of the Assignment

The purpose of this engagement is to provide comprehensive, strategic, and high-impact communications services that:

- Showcase SSG’s achievements, innovations, and impact in seed systems development.
- Strengthen donor confidence and attract new multi-year funding partnerships.
- Highlight collaborations with national governments, regional bodies, and in-country implementing partners.
- Promote SSG’s portfolio of consultancy services, technical assistance, and tailored training programs supporting sustainable seed systems.
- Deepen engagement with key stakeholders within the African, and global agricultural ecosystems.

3. Scope of Work

The consultant/firm will be responsible for the following:

3.1 Strategic Communications

- Develop and implement a comprehensive SSG Communications Strategy aligned with organizational priorities and donor expectations.
- Design messaging frameworks that speak to diverse audiences: governments, development partners, philanthropic institutions, private sector actors, researchers, and farmers.
- Identify positioning opportunities for SSG’s PPP model and its consultancy/training offerings.
- Produce a **brand-aligned content architecture** (key messages, proof points, tone of voice, style guide).



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3.2 Content Development & Storytelling

- Produce high-quality content including feature stories, success case studies, technical briefs, newsletters, donor briefs, and human-interest narratives.
- Develop materials that subtly highlight SSG's value proposition to current and prospective donors.
- Ensure all content demonstrates SSG's leadership in sustainable seed systems, showcasing collaborations with ministries of agriculture and local partners.

3.3 Digital & Media Engagement

- Upgrade and routine maintenance of the SSG website.
- Manage SSG's digital presence across website and social media platforms (e.g., LinkedIn, X/Twitter, YouTube, others if relevant).
- Create compelling visual assets (infographics, short videos, animations, photo packages) that communicate impact.
- Strengthen partnerships with regional and international media outlets to enhance visibility.

3.4 Donor-Focused Communications

- Prepare tailored donor engagement packages, investment pitches, and impact summaries.
- Support SSG in articulating funding needs and strategic priorities to philanthropic foundations and development agencies.
- Ensure all communication reinforces accountability, transparency, and measurable results.

3.5 Marketing of SSG Consultancy & Training Services

- Develop targeted marketing materials for SSG's consultancy services in seed systems development, regulation, market analysis, and capacity building.
- Create promotional content for SSG's training programs within the PPP model, aimed at strengthening actors across the seed value chain.
- Position SSG as a preferred technical partner for governments and donor-funded agricultural programs.

3.6 Internal & Partner Communications Support

- Create communication toolkits for in-country implementing partners (templates, guidance, visual packs).
- Build streamlined reporting templates to facilitate information flow from field teams.
- Support internal communications (internal newsletters, learning products, knowledge capture).

3.7 Issues & Crisis Communication (as needed)

- Develop a light crisis communications protocol (holding statements, Q&A format, rapid approval flow).



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- Provide monitoring recommendations and response guidance in case of reputational or operational issues.

4. Deliverables

The consultant/firm shall provide, at minimum:

1. Comprehensive Communications Strategy (first 60 days).
2. Quarterly content packages (stories, briefs, photos, videos).
3. Monthly social media management & analytics reports.
4. Donor engagement materials including pitch decks and impact briefs.
5. Marketing toolkit for consultancy and training programs.
6. Annual Impact Report with compelling visuals and data storytelling.
7. Media relations plan with a list of targeted outlets and opportunities.

5. Duration of Assignment

The assignment is expected to run for **12 months**, with potential renewal based on performance and organizational needs.

6. Required Qualifications

The consultant/firm must demonstrate:

- Proven expertise in agricultural development communications.
- Experience working with **governments, development partners, and international NGOs**.
- Strong familiarity with seed sector dynamics in Africa.
- Capacity to generate high-quality multimedia content.
- Excellent writing, editing, and strategic messaging skills.
- Experience supporting resource mobilization and donor engagement.

7. Request for Clarifications

Any follow up questions or need for clarification will be sent directly to info@seedssystemsgroup.org by 10th of March 2026.

8. Reporting

- The consultant/firm will report to the SSG's **Technical Writer and Knowledge Management Officer** with regular coordination with technical teams and country liaison officers.

9. Evaluation Criteria

Proposals will be evaluated based on:

- Technical capacity and previous experience.



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- Relevant experience (agriculture/seed systems, donor comms)
- Quality of sample work and demonstrated creativity.
- Understanding of sustainable seed systems and the PPP model.
- Proposed methodology and work plan.
- Cost-effectiveness and value for money.
- The candidate(s) may be requested to make proposal presentation either virtually or physically.

10. Submission of Proposals

Interested firms/consultants are invited to submit the following:

- A technical proposal outlining methodology, timeline, and staffing.
- A financial proposal quoted in USD.
- Three examples of previous similar work.
- Names and contacts of at least two references.
- Technical and financial proposals should be submitted separately, with the financial offer password protected. The password will be requested during evaluation of financial offers.

11. Application Procedure.

Qualified and interested consultants/firms are requested to submit their proposal attaching all the relevant documentation through the email procurement@seedssystemsgroup.org on or before 17th March 2026. Late submissions of proposals will not be accepted.

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