Terms of Reference
Campaign Manager for National Milk Marketing Campaign

1. Background
AgriProFocus is a partnership which aims to promote farmer entrepreneurship and food security in developing countries. The partnership originated in the Netherlands and has 13 country networks in Africa and Asia. The network in Zambia is a multi-stakeholder network which serves as a neutral marketplace for professionals from agri-businesses, producer organizations, NGOs, government, research institutions to share expertise and do business.

AgriProFocus collaborates with its members to develop innovations in the agriculture sector. In collaboration with the Dairy Association of Zambia and SNV we aim to find innovations on how to improve local milk production and productivity in Zambia through the Market-led Dairy Innovations (M-DIP) project. SNV partners with GIZ to establish market-based, private-sector led, smallholder dairy support services around existing Dairy Cooperatives in southern province. Through public-private partnerships, cooperatives will be linked to service providers to provide farmers access to goods and services such as: agro-inputs, technical services, dairy skills training, business support, fodder, artificial insemination and access to credit for investments in dairy enterprises.

AgriProFocus, Dairy Association of Zambia and SNV aim to strengthen platforms for debate and dialogue to improve the enabling environment in dairy with government, private sector players and other chain actors. As part of this initiative the partners aim to develop and implement a National Milk Campaign to stimulate milk production, highlight the nutritional benefits of milk, and promote the consumption of locally produced milk – all local brands.

It is within this context that AgriProFocus and SNV wishes to hire a Campaign Manager to lead and manage all promotional and marketing activities under the National Milk Campaign.

2. Objectives
The main objective of this consultancy is:

a) Stimulate milk consumption by highlighting the nutritional benefits of milk.

b) Promote the consumption of locally produced milk.

3. Activities
The campaign manager will develop a detailed campaign plan in line with the assignment’s objectives. Activities under the National Milk Campaign should include, but are not limited to, the following:

a) Preparing and implementing a detailed milk marketing strategy which should include:
   - Print media
   - Social media
   - Online media (ads and banners on websites)
- Television
- Radio
- Events and trade shows
- Outdoor media
- Publicity

And other creative and relevant outlets suggested by the consultant and approved by the coordination team. The strategy should include the specific methodology, target groups, time frames, estimated reach and estimated costs.

b) The manager is responsible for selecting and hiring, in conjunction with the Coordination team (M-DIP and AgriProFocus representatives), any individuals and organisations for potential outsourced tasks such as video production, translation, design, printing, airing of adverts, and other related tasks.

c) The manager is responsible for developing and securing partnerships with media and other related outlets (ZNBC, Muvi TV, Radio and Production houses, etc.) for the campaign.

**Number of days allocated to activities:** Up to a total of 30 days for Campaign Manager

5 days campaign development, 25 days (maximum) events and implementation of the campaign.

**Location of the activity:** Lusaka. The consultant is at liberty to counter propose with valid reason.

**Number of participants in activity:** The campaign manager and the coordination team.

**Expected result of activity:** A successfully planned and executed national milk campaign.

**Time period:** 30 days between March 28\(^{th}\) and 31\(^{st}\) December, 2016

3. **Deliverables for National Consultant**

- Inception meeting presenting draft campaign plan to coordination team and other relevant stakeholders by March 28\(^{th}\), 2016
- Present final campaign plan by April 1\(^{st}\), 2016.
- Fully implemented campaign achieved and results shared by December 31\(^{st}\), 2016.

4. **Qualifications and Submission requirements for consultant**

- A relevant degree or equivalent level qualification pertaining to marketing, (campaign) management, communication or other.
- Extensive experience working on marketing and/or advocacy campaigns
- Strong networks within the marketing industry, media sector and if possible, agriculture sector in Zambia.
- Fluent in speaking, reading, and writing English;
- Good communication, management, relational and computer literacy skills.

A cover letter, a proposal with clear methodology and timeline of campaign, and at least one example of work previously undertaken that is similar to the proposed assignment.

The deadline for submission is February 29\(^{th}\). All proposals must be submitted to nsiyumbwa@agriprofocus.com with cc: rmambali@snvworld.org.