

**TERMS OF REFERENCE: CONSULTANCY - Social Franchising toolkit consultant
International Planned Parenthood Federation, based Mexico City or remote**

Project Proposal: Develop the content for a platform which supports IPPF Member Associations to easily set up or scale social franchising for health models

I. GENERAL OVERVIEW

1.1 BACKGROUND OF ORGANIZATION

International Planned Parenthood Federation (IPPF) is a leader in the movement for sexual and reproductive health and rights across the globe. We work in more than 160 countries across the globe with partner organizations, called Member Associations, that share a common mission: to ensure universal access to sexual and reproductive healthcare, promote sex education, and fight for sexual and reproductive rights. Collectively our partners provided more than 180 million life-changing services in 2016. Services span the spectrum of contraception and gender-based violence prevention, to cancer screening and HIV/STI treatment services.

Within the framework of IPPF's Strategic Plan, social franchising has been identified as an important service growth strategy across the Federation, serving as a cost-effective manner to contribute to increasing the provision of enabled services.

1.2 BACKGROUND OF PROJECT

In 2014, IPPF began supporting the creation of social franchising models through a \$500,000 scale-up fund, which to date has supported three Member Associations throughout the entire lifecycle of the process of social franchise model development, from inception, to launch, to ongoing monitoring and oversight, and has given seed funding to eight additional Associations to strengthen existing social franchising models. Both expertise and replicable tools have been developed through the social franchising projects that have been financed by this fund over the past three years. More specifically, the MAs have collectively documented the creation of these models through tools, case studies, template operations manuals and presentations.

These resources range from the steps of developing a social franchising model, including: conducting a baseline survey to gauge provider need, developing the value proposition and contract management, provider training strategy and modules, quality of care monitoring, data collection, demand creation, and marketing and branding.

IPPF aims to refine the knowledge and resources that have been developed over the past three years to create a step-wise process and accompanying toolkit for IPPF Member Association's to easily set up or scale social franchising as an alternative service delivery model. This step wise process and toolkit will be housed on a virtual platform, accessible to all MAs in the Federation. The virtual platform will be developed by a web designer in tandem with the creation of the content, which will be led by this position.

II. SCOPE OF WORK

2.1 MAIN OBJECTIVES

Working with IPPF social franchise technical team, using documented resources and learnings developed over the course of the three-year IPPF Social Franchise Scale-up Project, design and deliver a suite of content, that

will serve as a step wise process guide and toolkit for setting up and/or scaling up of social franchise models within IPPF's MAs.

2.2 SPECIFIC OBJECTIVES AND EXPECTED DELIVERABLES

IPPF is seeking a professional with experience in program content design and a background in social franchising for health to work in collaboration with our social franchise technical team to adapt and refine content that will be created into a stepwise process and toolkit and housed on a platform accessible to all IPPF MAs.

Key Functions/Duties

- Review all current IPPF social franchise tools and resources, including: operations manuals, base line surveys, service delivery reports, market research tools, quality of care tools, data collection guidelines, branding and marketing guidelines, business planning training.
- Based on these tools, establish an easy to follow stepwise process that will lead MAs through a roadmap of setting up or scaling up of social franchising models including highlights of the advantages, common bottlenecks and list of possible solutions.
- To accompany the process, refine the existing tools to create an easy to use toolkit that guides MAs through the necessary steps for initiation or scaleup of social franchising models.
- Design the messaging/wording and ideal visual layout of the content on the virtual platform, which will be designed simultaneously.
- Work closely with IPPF technical team and platform designer to deliver a final version of the tools.

Expected Outcomes

- Development of stepwise process for setting up and scaling up social franchising for health models
- Design and creation of accompanying toolkit
- Design of messaging/wording and ideal visual layout of content on virtual platform

III. TERMS OF WORK

3.1 LENGTH OF PROJECT

Ten weeks, beginning February 26th, 2018

3.2. CONSULTANT PROFILE

- Experience in program design and content design, background in communications or marketing a plus.
- Passion for and experience in the sector of social franchising for health, and aligned with the mission to advance sexual and reproductive health and rights for all

- Experience working with international non-profit organizations preferred
- Self-starter with the ability to work independently, problem solve effectively and work on multiple projects simultaneously
- Attentiveness to detail and ability to work well under pressure and cross-functionally in a start-up environment
- Fluent in English, knowledge of Spanish.

3.3 LOCATION

Ideally, the consultant is based in Mexico City. Position can also be remote with one in person meeting in Mexico City (travel expenses will be covered).

3.4 COMPENSATION

Competitive rate commensurate with experience. Please submit rate requirements with application (hourly, daily or 10-week rates)

3.5 APPLICATION

The consultant's application should include the following to be considered:

1. Curriculum Vitae
2. Letter explaining relevant experience
3. Honorarium requirements

Please send your resume to Meradith Leebrick, mleebrick@ippfwhr.org

The closing date for application is Tuesday 20th February 2018

Only candidates selected for interviews will be contacted.

V. OWNERSHIP OF MATERIALS

Any material(s) prepared for IPPF under the Contract shall belong to and remain the property of IPPF. The consultant may retain a copy of such materials. IPPF retains the rights to use the material at its discretion.