

Terms Of Reference

CONSULTANCY FOR THE DEVELOPMENT OF AN ADVOCACY STRATEGY FOR THE MALAWI ACCELERATOR PROGRAMME (MAP)

1.0 BACKGROUND

Girls Not Brides is a global partnership of more than 1,400 civil society organizations from over 100 countries committed to ending child marriage and enabling girls to fulfil their potential. *Girls not Brides Malawi*, a partnership of over 96 organizations working to end child marriage.

The Malawi Accelerator Programme (MAP) is a catalytic effort to accelerate action towards ending child marriage in Malawi. Using an ecosystem approach, the Malawi Accelerator Programme (MAP) seeks to mobilise, coordinate and influence the national end child marriage ecosystem, strengthening commitment and investment to end child marriage and advance girls' rights. MAP supports the implementation of the Malawi National Strategy to End Child Marriage, contributing to national efforts to reduce child marriage from 38% to 20% by 2030. The programme is structured around four interdependent outcomes:

- **Mobilise** – Strengthened leadership, collaboration and collective action across the ecosystem creates a more coordinated and cohesive movement to end child marriage.
- **Influence** – Strengthened collective advocacy secures comprehensive implementation of existing laws and policies, supports policy reforms where needed, and increases resources to advance girls' rights.
- **Invest** – More and better-targeted funding from domestic budgets and international donors supports action to end child marriage.
- **Equip** – A strong learning and evidence agenda informs advocacy and decision-making, strengthens research partnerships, and shares lessons learned to improve the effectiveness of the wider movement.

The MAP represents a strategic shift towards locally led, systems-wide change. It strengthens GNB Malawi's leadership, fosters collaboration between government and civil society, and aligns interventions around a costed, nationally endorsed plan. To achieve its influencing objectives, MAP requires the services of a consultant to develop its four-year advocacy strategy.

2.0 SCOPE OF WORK

The Overall objective of the consultancy is to:

Develop a comprehensive, evidence-based advocacy and communication strategy to influence policy, legislation and systems that contribute towards ending child marriage in Malawi.

Specific Objectives include:

- Assess, analyse and document the advocacy spaces and tactics that would influence the inclusion of ECM in local, district and national development plans and budgets.
- Design a clear pathway on the utilization of the Costed Implementation Plan to influence ECM investments
- Meaningful integration of youth engagement in advocacy: how to ensure that youth are meaningfully supported and engaged to research and influence ECM policies and practices and accountability processes.

- Integration of transformative approaches for gender equality that details how to support influencing on norms that promote child marriage including Pathways for engagement of chiefs and traditional leaders.
- Develop an Influencing plan for better and targeted funding from domestic budgets and for international donor support to end child marriage. This includes a clear budget advocacy plan and strategy; training for GNB members on advocacy; influencing pathways for parliament and the Ministry of Finance; and the utilization of the investment case on ECM.
- Develop a clear pathway for improving alignment of existing investments including: the establishment of a financing coordination platform; and systems of ECM integration in other sectors.

3.0 METHODOLOGY

1. **Assessment and analysis:** this will involve
 - a critical analysis and review of existing documents such as the National Strategy on Ending Child, Marriage (NSCEM); The Draft Costed Implementation Plan; MAP programme documents, Previous ECM budget analysis documents.
 - A detailed contextual analysis and political economy and power analysis surrounding child marriage in Malawi.
 - A gender/feminist analysis on ECM in Malawi.
2. **Stakeholder Mapping:** Identify key decision makers, allies and target audiences for the strategy.
3. **Consultative / strategy workshop:** the consultant will convene a consultative workshop with key players including MAP secretariat Team; GNB Malawi members; Ministry of Gender, Ministry of Finance, UNICEF, UNPA, Members of Parliament to get their input into the strategy.
4. **Advocacy Strategy Formulation:** Develop a four-year advocacy strategy complete with clear objectives and key priorities for GBN Mw; core messages and tactics, monitoring and evaluation framework and communication strategy.
5. **Deliver Advocacy training:** Facilitate an advocacy training for GNB Malawi members and key actors to validate the strategy and strengthen capacity to deliver the strategy.

4.0 DELIVERABLES

- a. **An inception report** outlining how the assignment will be executed with detailed methodology, tools and budget to be used. This report shall be submitted for review and approval by *Girls Not Brides* after signing the contract before commencement of the work.
- b. **A comprehensive literature review report** including the contextual analysis; political economy analysis; power analysis and feminist analysis of ending child marriage in Malawi. The analysis must pay special attention to TA Mbelwa in Mzimba and TAs Ngokwe and Nsamala in Machinga.
- c. **A stakeholder Map** highlighting ECM key players and their roles.
- d. **A consultative workshop report**
- e. **The Advocacy strategy**
- f. **The validation/training workshop report.**

5.0 TIME FRAME

The duration for the assignment is 25 working days over two months.

- 5 days literature reviews, mapping and analyses
- 4 days 1st workshop planning and delivery
- 5 days strategy development
- 4 days 2nd workshop planning and delivery
- 7 days final report writing and final strategy development

The consultant is expected to adhere to the set timelines.

6.0 REQUIRED EXPERIENCE, QUALIFICATION, AND EXPERTISE.

The consultant(s) should have the following qualifications/expertise:

- Post graduate degree in Social Sciences, Development Studies, Gender Studies, or others as may be relevant.
- Extensive experience and expertise of over 10 years in participatory advocacy strategy, development and design of advocacy programmes, projects and or campaigns.
- Knowledge of Theory of Change, MEAL Frameworks and impact evaluations (Essential).
- Knowledge of the Malawi country context in relation to ending child marriage, including contexts across the geo-graphical regions. (Essential).
- Extensive experience of working with local communities, CBOs communities, CBOs, NGO's and INGO's.
- Excellent writing, editing, attention to detail and organizational skills (Essential)
- Experience in working on progressive social movement building (e.g., social norms change, feminist movements, youth movements, SRHR movements) (Desirable)
- Availability and ability to travel within Malawi to facilitate the two workshops.

7.0 APPLICATION PROCESS AND DEADLINE

We invite interested individuals and companies to submit the following application documents:

- Expression of interest letter detailing the qualities that makes them best suited for the consultancy
- Technical and Financial proposal (should include detailed methodology, proposed schedule/work plan with time frame) of not more than 5 pages in standard 12 font size, 1.15-line spacing.
- Recent CV of the consultant/s who will undertake the assignment, with details of related previous assignment, in not more than 5-pages.

Submit to:

vacancies@cyecemw.org,

COPY

carol.kulemekka@girlsnotbrides.org

Or submit physical copies to:

**The Executive Director,
CEYCE,
Off M1 Road,
Area 15/6
Gogo Jenala Compound,
P/Bag 1 B-349
Lilongwe 3.**

Application Deadline: 12th June 2026 5:00pm WAT

Only shortlisted candidates will be contacted.

