

Terms of Reference (TOR) for Newsletter Communications Consultant

1. Background

This Terms of Reference outlines the purpose, scope, responsibilities, and procedures for the development and distribution of a monthly newsletter. The newsletter aims to keep stakeholders informed about key updates, achievements, events, and opportunities within ESWA and its member organisations.

2. Objectives

The primary objectives of the monthly newsletter are:

- To share updates on programs, activities, and developments.
- To highlight success stories, staff achievements, and community engagement.
- To provide a communication platform that enhances visibility and transparency.
- To strengthen relationships with stakeholders, partners, and the broader community.

3. Scope

The newsletter will cover:

- Organizational news and announcements.
- Upcoming events and opportunities.
- Staff spotlights or partner profiles.
- Articles or opinion pieces on relevant topics.
- Metrics, impact summaries, and performance highlights.
- Calls to action, surveys, or feedback mechanisms.
- Proactive monitoring of member activity and development in the movement to find and cover relevant news.
- Communicating with members about the newsletter:

newsletter@eswalliance.org

4. Target Audience

- Internal staff and teams
- External stakeholders (e.g., partners, donors, clients, community)

members)

- General public (if applicable)

5. Frequency

The newsletter will be produced and distributed on a **monthly** basis

6. Content Submission Process

- **Deadline:** Content to be submitted by the 20th of each month by ESWA Team.
- **Format:** Word document or via submission form/email.
- **Approval:** Final draft approved by the Director of Communication and Campaigns
- **Distribution Date:** Newsletter released by the 30th of each month.

7. Communication Channels

- Email list, LinkedIn, ESWA Website
- Promotion on other channels optional

8. Quality Assurance

- Adherence to branding and tone guidelines.
- Proofreading for grammar and clarity.
- Fact-checking and appropriate citations.

9. Monitoring and Evaluation

- Track engagement metrics (open rate, click-throughs, feedback).
- Review content relevance through reader surveys or informal feedback.
- Annual review of newsletter impact and possible improvements