

Request for Proposals (RFP) - African communications agency

Strategic Communications: Multi-channel communications campaigning including storytelling, case studies, content creation, media engagement and digital communications

Issued by: GSG Impact

Project Supported by the Japan Ministry of Foreign Affairs

1. Background

GSG Impact is implementing a programme funded by the Japanese Ministry of Foreign Affairs (MoFA) to strengthen impact investment ecosystems in six African countries: Ghana, Zambia, Burkina Faso, Senegal, Côte d'Ivoire, and Ethiopia.

The programme works with country-based Taskforces (Burkina Faso, Senegal, Côte d'Ivoire, Ethiopia) and National Partners (Ghana and Zambia) to build enabling policies, mobilise private capital for SMEs, and capture knowledge for replication.

The intended impact of the programme is to improve the enabling environment for private capital mobilisation and support African small and medium enterprises through ecosystem development and capacity building.

- New capacities and know-how among domestic capital providers, including banks, pension funds, and government entities in selected African countries, around the mechanics and opportunities afforded by fund of fund vehicles benefitting local SMEs.
- Increased fund flows and allocations of capital to local capital providers and local financial intermediaries, supporting SMEs in emerging markets.
- Relevant stakeholders engaged around the necessity of investing in required infrastructure and market building efforts, such as the initiatives led by the National Partners.
- DFIs and PDBs are leveraging their capital more efficiently, targeting riskier geographic and thematic areas, and mobilising private capital for other, more commercially viable SDG aligned opportunities in emerging markets.
- Creation of new connections between essential and new players of the development finance value chain, allowing the emergence of new collaborations where they are critically needed, but have been lacking.
- Facilitation of the design and delivery of more financial mechanisms tailored to local contexts in additional countries. This work will, for instance, lead to the development of learning documents (e.g., blueprints or templates) that can facilitate the faster dissemination of these models, as well as their adoption and implementation by other National Partners or domestic coalitions.

2. Objectives for the Communications Partner

As part of this programme, we are looking for a communications partner to document success stories, good practices, and case studies and to ensure these effectively reach and

engage our target audience of government and investor decision-makers in the six countries and the broader region.

The goal of the communications work is to demonstrate the value the programme, and impact investing more broadly, delivers in the target countries, and to highlight the role of the Government of Japan in enabling the work.

We are seeking an Africa-based communications consultant or agency to:

1. Capture compelling stories and lessons about impact investment from the six countries.
2. Draft compelling written (e.g. case studies, human-interest stories) and visual content (e.g. photo, video, infographics) to engage target audiences with success stories from the project and the benefits of impact investment more broadly.
3. Create and implement a multi-channel dissemination plan to get the materials in front of the target audiences of government and investor decision-makers within the region.
4. Secure media coverage (e.g. interviews, news articles, op-eds) – particularly in national and regional outlets relevant to the six African target countries – to raise visibility of the programme and its stakeholders.
5. Design and deliver targeted, measured digital media campaigns.
6. Strengthen our country partners' visibility by upskilling and directly supporting their own communications efforts.

3. Scope of Work

To achieve these aims, the consultant/agency will be expected to:

1. Country Engagement & Fieldwork
 - Travel to the six countries to meet Taskforces, National Partners, and other key ecosystem players such as entrepreneurs, investors, and policymakers.
 - Identify and document flagship stories in each country that showcase impact, innovation, and lessons from the project.
2. Content Development
 - Create tailored content packages for African, European, and Japanese audiences that resonate with senior policymakers and investors.
3. Communications planning, measurement and reporting
 - Articulate, deliver, and evidence a coordinated, audience-focused approach with measurable results.

4. Media Engagement

- Leverage existing relationships with African media (radio, TV, print, online).
- Deliver targeted outreach to journalists and outlets covering African investment, SME financing, and sustainable finance.

5. Digital media campaigns

- Effectively target and engage defined audience types.

6. Capacity Support

- Guide and support GSG Impact's National Partners' and Taskforces' communications work.

4. Deliverables

- Multi-channel communications plan outlining content pipeline, media targets and digital engagement strategy (within the first month).
- Multimedia packages per country (e.g. photos, short video, infographics).
- Written storytelling content per country – e.g. case studies and feature articles.
- Press coverage across target media types.
- Targeted digital media campaigns.
- Communications training and/or training materials for National Partners and Taskforces.
- Regular progress and success reporting across all deliverables
- Final communications impact report (at contract end).

5. Duration

October 2025 – March 2026

6. Profile / Qualifications

The consultant/agency should demonstrate:

- Proven track record in media relations, digital communications, storytelling, journalism, and strategic communications in Africa.
- Strong media networks across the target countries and the broader region.

- Excellent writing skills in English and French (capacity in local languages an asset).
- Experience producing high-quality content (written, visual, multimedia) for development, investment, or SME-related programmes.
- Ability and willingness to travel across West, Southern, and East Africa.
- Understanding of impact investing, SMEs, or development finance (desirable but not mandatory – onboarding will be provided).

7. Proposal Submission

Interested consultants/agencies should submit:

1. A short technical proposal (max 5 pages) covering:
 - Approach to storytelling, content capture, digital communications and media placement.
 - Workplan with an indicative timeline.
 - Team composition and roles (if an agency).
 - Examples of relevant past work (portfolio/links).
2. Indicative costs (all-inclusive - including e.g. travel, production costs, any spending on paid promotions).
We are open to proposals of varying scope. The cost of proposals will be evaluated relative to the value offered.
3. CVs of key personnel.
4. Two references from previous clients.

8. Evaluation Criteria

- Technical communications expertise and relevance of past experience – 33%
- Media networks and proven placement record – 33%
- Quality of proposed approach and workplan – 20%
- Financial competitiveness – 15%

9. Submission Deadline

24 October 2025

Send proposals to: Mark Kolmar <mark.kolmar@gsgii.org> with subject line: "RFP – Africa Communications Support (Japan MoFA Project)".