



## Capacity building and organisational development consultant(s) for Womens Marketing Federations - Call For Expressions Of Interest

**Project : Reducing micro nutrition deficiencies of women and children in The Gambia through sustainable and integrated approaches to food fortification.**

**Reference EU: FOOD/2016/380-034**

**Reference UP: GAM00058**

**Location: The Gambia and remote support**

**United purpose is seeking expressions of interest for capacity building and organisational development specialists for Women's Marketing Federations in The Gambia**

### **Project background Information**

United Purpose (UP), formerly known as Concern Universal (CU) Gambia is an international non-governmental organisation working to create opportunities for lasting improvement in peoples' lives. We work in partnership with others to support a range of livelihoods and food security, nutritional health, capacity building and gender equality programmes reaching across Gambia.

United Purpose is working with four women's Marketing Federations in 4 regions of The Gambia. These represent 80-100 women KFOs or groups each with 70-150 women members. The Marketing Federations are envisioned to have key roles in United Purpose programmes and have a specific function in the above mentioned EU project and in the IFAD NEMA Horticulture sector strengthening project. There is great potential for the federations to provide various services to their members, to be part of a new national cooperative structure, and to represent their members in advocacy on issues important to womens economic empowerment. However, they are struggling to step up to their potential roles: they have been officially registered, and their members have established their structures, but everything else is new to them. Some important questions need to be addressed. What could the Womens Marketing Federations do for their members? What services could they provide and how could they sustain them? What is their role in advocacy and representation? How do they work with local NGOs and INGOs from a position of strength? How do they manage gender issues and capacity (at present their very few staff are often still men)?

UP is seeking to engage an experienced capacity building and organisational development specialist with expertise in International Development, ideally in the Gambia context. This collaboration would be to support the strengthening of the Marketing Federations, it is envisaged that this will involve improving the vision and strategy, strengthening leadership and team-working, enabling greater financial and organisational viability and increasing collaboration within each federation. In addition a focus in

sustainability is essential to ensure that the participants are able to take the learning and tools and embed them within each federation. This 2.5 year project will be designed and developed in a collaborative, flexible and iterative manner – with a focus on learning as the project develops and adapting to emerging needs as it unfolds.

**Overall objective:** To significantly develop the capacity of participants and of the Marketing Federations they represent

The envisaged outcomes for the federations are:

**Outcome 1:** Improved vision and strategy

**Outcome 2:** Strengthened leadership and team-working

**Outcome 3:** Greater financial and organisational viability

**Outcome 4:** Increased collaboration

The engaged team will provide support to the project over three years (annual contracts may be offered) including regular field visits to the Gambia to deliver a series of capacity development training and learning forums to each of the Marketing Federations and possible mentoring to some or all of the participants.

#### **Co-funding**

There is an expected commitment of the engaged experts to bring EUR15,000 as co funding via the contribution of expert's time.

To respond to the expression of interest please submit by email to [applications@united-purpose.org](mailto:applications@united-purpose.org)

- 1) a detailed CV
- 2) a letter outlining your compliance with the qualifications and required attributes
- 3) your proposed daily rate and evidence of recent history of work at or above this rate as well as a plan for the co-funding of EUR15,000
- 4) Confirmation of your availability

Receipt of expressions of interest **will close on 1<sup>st</sup> July 2018**