



Terms of Reference

Freelance Communications Consultancy

Start date: October 2026

1. Background

Solar United Madagascar (SUM) is a five-organisation partnership — SEED Madagascar, Feedback Madagascar, Money for Madagascar, Jiro-Ve and SolarAid — delivering off-grid solar energy access in rural Madagascar through three linked technologies: Light Libraries (rechargeable power banks and lights in rural primary schools), Digital Learning (tablet access built on the same infrastructure), and Clean Cooking (solar rice cookers supporting school feeding).

SUM is expanding its fundraising toward proactive, longer-term relationships with trusts and foundations, and toward building visibility with the wider energy-access sector.

2. Purpose of the assignment

To finalise SUM's comms plan, set up a working cross-partner content process, and deliver a sustained monthly output supporting fundraising and sector profile-building — as an initial, time-bounded engagement to establish the function, with a recommendation at the end on whether and how it continues.

3. Scope of work — key deliverables

#	Deliverable	What "done" looks like
1	Finalised comms plan	A short, agreed plan closing the open questions on positioning, channels, content pillars and governance, signed off within the first 4–6 weeks.
2	External comms engagement, owned and managed	SUM's channels (LinkedIn in the lead, Instagram and the website as secondary) have one accountable owner and a documented monthly rhythm, including active engagement with sector conversations (GOGLA, SEforALL, Mission 300 and similar).

3	Cross-partner content system	A documented, tested workflow for sourcing, fact-checking, safeguarding-clearing and legally-accuracy-checking content from all five partner organisations, with voice rotated across them rather than defaulting to whoever is most active.
4	Monthly content output	Up to 5 new public-facing posts/updates a month across social and the website — the majority activity/contextual, up to 2 a month aimed at the funder/sector-peer audience — drawn from the system built under Deliverable 3.
5	Measurement and reporting	A short monthly report tracking output against the Deliverable 4 target and any traceable funder/sector engagement, plus a written end-of-contract review against all five deliverables with a recommendation on continuation.

4. Duration and time commitment

Initial engagement of **4 months**, for **up to 25 days** in total, front-loaded to reflect the plan- and system-building work in the first month. Indicative allocation (days are a ceiling, invoiced against days actually worked, not a guaranteed minimum):

Month	Up to (days)	Focus
1	8	Finalise plan (Deliverable 1); design and test the content system (Deliverable 3); first content cycle
2	6	Steady-state content production and channel management (Deliverables 2 & 4); first monthly report
3	6	Continued production; sector-positioning content; monthly report
4	5	Continued production; end-of-contract review (Deliverable 5)
Max	25	

5. Reporting line and working relationships

Reports to SUM executive Lead and works directly with a named comms contact in each of the five partner organisations (SEED, Feedback Madagascar, Money for Madagascar, Jiro-Ve, SolarAid) to source and clear content, and with whoever the partnership designates for legal-accuracy and safeguarding sign-off.

6. Ways of working

Home-based, freelance, flexible. Requires video calls across Madagascar and European and time zones. Working language English; French an advantage given the field-level source material.

7. Contract and Fee

Please note that fees will be consistent with small charities, development-sector freelance comms rates rather than commercial PR/agency rates. Payable in tranches tied to the deliverables above rather than open day-counting — suggested split: 40% on sign-off of Deliverable 1, 30% on completion of the second content cycle, 30% on delivery of the end-of-contract review. Please indicate your rate. The contract will be issued by SolarAid.

8. Person specification

- Demonstrable communications/content experience in the international development, energy-access or environmental sector, ideally with funder-facing (trusts/foundations) or sector-institutional audiences.
- Comfortable coordinating input from multiple partner organisations without a pre-existing shared system.
- Working understanding of safeguarding practice around imagery/stories involving children.
- Confident, sourced, plain-English writing
- French language skills an advantage, not essential.

9. Extension

This is an initial engagement. Continuation beyond 3–4 months, and any change in scope or day allocation, will be reviewed against the Deliverable 5 report and available funding.

10. Confidentiality

The consultant will have access to SUM partner organisations' internal material (draft governance and funding documents, unpublished evidence and site data) in the course of this work and must treat it as confidential, consistent with SUM's own Code of Conduct and Data Protection Policy.

11. Application

Please email your CV and an outline / letter evidencing your experience and/approach to meet the deliverables outlined in section 3 by October 7th close of business to Astrid@solarunitedmadagascar.org. Add links to relevant outputs/examples of your work.