

Terms of Reference (ToR) for the Marketing Campaign Consultant

1. Background

Teach For Uganda (TFU) is a leadership development organization that recruits, trains and places outstanding recent university graduates from varied academic disciplines to teach in underserved schools and drive systemic change in education. Through its two-year Teaching Fellowship, TFU places fellows in rural primary schools to strengthen foundational learning and non-academic skills. TFU will be expanding to secondary school next year, with a growing focus on STEM education and girls' empowerment.

TFU aims to attract 1900 female graduates from STEM disciplines to apply for its Fellowship. To achieve this, TFU seeks to design a compelling, data-driven, and creative marketing campaign that inspires, informs, and motivates female STEM graduates in Uganda to choose teaching as a pathway to leadership and social impact.

TFU is therefore seeking the services of a Marketing Consultant to lead the design of the campaign strategy, messaging, and creative direction, and to produce the core marketing materials to be used across digital, print, and offline channels.

2. Purpose of the Assignment

The purpose of this consultancy is to develop a comprehensive marketing and communications campaign that will:

- Increase awareness of the TFU Fellowship among female STEM graduates.
- Inspire and attract at least 1900 high-potential female STEM graduates to apply.
- Strengthen TFU's brand positioning as a leadership accelerator for women in STEM

3. Scope of Work

The consultant will work closely with TFU's Communications and Recruitment teams to deliver the following:

A. Campaign Strategy & Planning

- Conduct a situational analysis of current fellowship recruitment trends, barriers, and motivations among female STEM graduates.
- Develop a campaign strategy outlining:
 - Audience segmentation and insights



- Campaign goals and KPIs
- Messaging pillars and value proposition
- Recommended marketing channels (digital, social media, university outreach, etc.)
- Timeline and implementation roadmap

B. Copywriting & Messaging Development

- Develop the core narrative and storytelling arc of the campaign.
- Craft persuasive and inclusive messaging that resonates with female STEM graduates and aligns with TFU's brand voice.
- Write compelling copy for:
 - Social media posts and ads
 - Digital and print brochures
 - Website landing page content
 - Email marketing templates
 - Video scripts and radio spots

C. Creative Direction & Branding

- Digital and print collateral: posters, flyers, and promotional materials
- Ensure brand consistency and a strong emotional appeal across all materials.
- Guide the production of visuals, short videos, and other creative assets.

D. Implementation Support & Capacity Building

- Present the campaign strategy and materials to the TFU team for validation.
- Guide the rollout phase (digital, media placement, social engagement, etc.).
- Build TFU staff capacity to sustain the campaign style and tone beyond the consultancy period.

4. Deliverables

- The consultant will deliver the following key outputs:

No.	Deliverable	Description	Due Date
1.	Inception Report	Outlining understanding of assignment, methodology, and timeline	Week 1

2.	Campaign Strategy Document	Including situational analysis, audience insights, objectives, KPIs, and media plan	Week 1
3.	Creative Concept Deck	Core narrative, key messages, campaign slogan/tagline, and visual direction	Week 2
4.	Copywriting Package	Final copy for social media, digital, print, and video content	Week 3
5.	Campaign Toolkit	Final approved creative materials (In collaboration with TFU designer)	Week 4
6.	Implementation Guidance Report	Recommendations for rollout, monitoring and learning	Week 4

5. Duration and Level of Effort

The consultancy is expected to run for **4 weeks**, starting 27 October and ending on 21st November 2025.

6. Reporting and Supervision

The consultant will report to the Communications & Marketing Coordinator and work in close collaboration with the Fellow Recruitment Coordinator to align with recruitment objectives

7. Qualifications and Experience

- Proven experience in marketing, branding, and campaign design, preferably for social impact or education initiatives.
- Experience working on gender equity, STEM, or education-focused campaigns is highly desirable.
- Strong understanding of the Ugandan higher education landscape.
- Excellent communication, creative design, and strategic planning skills.
- Exceptional copywriting and storytelling skills, with a portfolio demonstrating creative campaigns targeting youth or women.
- Strong understanding of digital marketing, social media trends, and data-driven campaign design.

8. Ethical Considerations

The consultant must ensure all campaign messaging and visuals are inclusive, empowering, and free of gender stereotypes. All data and materials generated under this consultancy will remain the property of Teach For Uganda.



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9. Application Process

Interested consultants should submit:

- A brief technical proposal outlining their approach and understanding of the assignment.
- A financial proposal (itemized budget).
- CV and samples of previous related work

Applications should be sent to [**careers@teachforuganda.org**](mailto:careers@teachforuganda.org) by **20th October 2025** with the subject line: "Marketing Consultant – Female STEM Graduates Campaign."