

Terms of Reference (ToRs) for Hiring a Consultant

Assignment: Development of Advocacy Strategy of Pakistan Development Alliance (PDA)

Duration: September 10th, 2025- October 10th 2025.

Location: Virtual and online meetings

Contracting Authority: AwazCDS-Pakistan (Secretariat of PDA)

1. Background

Pakistan Development Alliance (PDA), hosted by AwazCDS-Pakistan, is a civil society network committed to advancing inclusive governance, social justice, sustainable development, and citizens' rights in Pakistan. PDA engages with parliamentarians, policy-makers, provincial alliances, and international partners to influence policies and budgets on education, health, local governance, social protection, and climate justice. To scale up its policy engagement and coalition-building efforts, PDA intends to develop a comprehensive **Advocacy Strategy** that aligns with its five-year strategic vision of PDA, global commitments (SDGs, Addis Ababa Action Agenda, Summit of the Future, etc.), and national policy priorities.

2. Objective of the Assignment

The main objective of this consultancy is to design a **strategic and actionable Advocacy Strategy** for PDA that:

1. Defines PDA's advocacy priorities at federal, provincial, and local levels.
2. Strengthens evidence-based policy engagement with parliamentarians, ministries, and commissions.
3. Enhances coalition-building with civil society, media, and international networks.
4. Provides a roadmap for campaigns, alliances, and citizen mobilization.
5. Integrates gender equality, human rights, and climate resilience lenses across all advocacy goals.

3. Scope of Work / Tasks

The consultant will be responsible for:

1. **Desk Review & Mapping**
 1. Review PDA's existing website, strategic plan and other related available documents/ reports to understand PDA's work.
 2. Map relevant national and provincial policy frameworks, SDG processes, and international commitments.
2. **Stakeholder Consultations**
 1. Conduct online interviews/consultation meetings with PDA leadership, provincial leads, members.
 2. Engage with at least one media representatives, donors, and international partners for perspectives.
3. **Advocacy Strategy Development**
 1. Define **advocacy goals** for PDA that aligns with PDA's strategic priorities.

2. Outline **advocacy themes/issues** (e.g., social protection, education financing, local governance reforms, gender justice, sustainable development, accountability, human rights etc.).
 3. Outlines short-, medium-, and long-term advocacy objectives.
 4. Defines advocacy approaches, tools, and key messages (policy briefs, campaigns, media engagement, parliamentary engagement, coalition building).
 5. Identifies target audiences (government, parliamentarians, commissions, civil society, media, donors, international networks) Desired Action and Key Messaging.
 6. Provides a clear timeline of activities, responsible actors, and monitoring indicators.
 7. Propose **monitoring & evaluation (M&E) framework** with indicators to measure advocacy impact.
 8. Suggest a **5-year roadmap** with milestones, responsibilities, and resource needs.
4. **Validation & Finalization**
1. Present draft Advocacy Strategy to secretariat team.
 2. After incorporating feedback, facilitate an online validation session to present draft Advocacy Strategy to PDA Central Executive Committee (CEC) and broader membership.
 3. Incorporate feedback and submit final Advocacy Strategy document.

4. Expected Deliverables

- Draft Advocacy Strategy as mentioned in section 3.
- Final validated Advocacy Strategy (5-year plan).
- PowerPoint presentation.

5. Duration & Level of Effort

The consultancy is expected to take **1 month** from **September 10th –October 10th, 2025**.

6. Consultant's Profile / Qualifications

- Master's degree in Social Sciences, Public Policy, Development Studies, or related field.
- Minimum **10–15 years' experience** in advocacy, governance, and rights-based development.
- Proven track record in designing advocacy strategies or campaigns at national/regional level.
- Strong understanding of Pakistan's governance, civic space, and policy processes.
- Excellent analytical, writing, and communication skills.

7. Reporting & Management

The consultant will report to **PDA secretariat** and work closely with **Secretariat Team**. Regular updates will be shared.

8. Financial Proposal

The consultant will be engaged through contract. Please fill in the attached Financial Proposal Template to quote final payment.

9. Application Procedure

Interested consultants are requested to submit:

- CV with relevant experience.
- Filled Financial proposal on shared template.
- At least one example of similar work/strategies developed.