



First African Bicycle  
Information Organisation

**FABIO**

First African Bicycle Information Organisation  
Gabula Road 205B  
P.O. 1620 Jinja, Uganda  
Tel: +256 (0) 7545 77003  
info@fabio.or.ug/www.fabio.or.ug  
[www.facebook.com/FABIOuganda](http://www.facebook.com/FABIOuganda)

## **TERMS OF REFERENCE FOR DEVELOPING AN ORGANIZATIONAL COMMUNICATION STRATEGY**

### **1.0. Background and rational**

First African Bicycle Information Organization (FABIO) is an independent, Non-Governmental Organization (NGO) established in 1997, dedicated to socio-economic transformation among the lives of vulnerable communities by using a bicycle as a tool.

FABIO envisages a society enjoying equitable sustainable services and with a mission of empowering vulnerable and poor people/communities in Busoga sub-region through community mobilization, capacity building, provision of bicycles, participatory civic engagements, advocacy and networking leading to a sustainable development

FABIO operates in the Busoga sub-region of Eastern Uganda under four (4) thematic areas: - livelihood, sustainable environmental practices, governance and institutional development, hence contributing to National Development Goal IV (NDP IV) 2025/26 – 2029/30 development programs and contributing to the attainment of all the four NDPIV clusters.

#### **1.0.1. Project rational**

The modern workplace is continuing to change, through shifts in work cultures, adjustments to office and workspace environments, not to mention the ongoing technological advancements. Additionally, FABIO works and interacts with different stakeholders that are influential and very important at varying stages of project/program implementation, whose communication and interaction is very paramount in different phases of implementation. Communications to these different stakeholders at different levels informs verbal and non-verbal in kinds of reports, newsletters, letters, press messaging, online communication and many others. The communication strategy will be a guiding document for FABIO on how to engage with its different stakeholders which will define what to say, to whom, how, when and by who. In the long run, will help shape FABIO's brand image and reputation.

Therefore, developing a communication strategy will enhance communication channels to all FABIO stakeholders at different levels and different stages of implementation. The production of these guidelines and documents will be aligned to the best practices and cascading different information tool kits.

Furthermore, as FABIO team, we believe that this communication strategy will be aligned with the organizational strategic objectives/goal to foster positive culture, enhance employee engagement, improve collaboration between departments, streamline operations by ensuring a clear and consistent flow of information within and outside the organization. More to this, will help to detail the organization's internal and external communication efforts.

It's in view of the above that FABIO intends to hire a consultant to support in the process of formulating a communication strategy.



### **1.0.2. Major objective of the project**

To enhance internal and external flow of information of the organization to different stakeholders.

### **1.0.3. Specific Objectives**

1. To strategically and effectively popularize the organization's progress and achievements to the different stakeholders.
2. To support the achievement of a desired organization image, identity and interaction with the public
3. To improve stakeholders' interaction with organization at all levels.

### **1.0.4. Main outcome of the project**

- The organization's progress and achievements strategically and effectively popularized to different stakeholders
- Improved stakeholders' interaction with the organization at all levels
- Supported desired organization reputation, identity and interaction with the public

## **2.0. Scope of the assignment**

This assignment will be for a period of 3 weeks from 4<sup>th</sup> to 31st December, 2025 at FABIO offices under the direct supervision of the Head of Programs and supported by the Executive Director

## **3.0. Main project activities**

These consultancy services will consist of the following major activities: -

- ✓ Carrying out a deep internal and external analysis of the communication gaps and challenges for the organization for both internal and external stakeholders.
- ✓ Developing a communication strategy for the organization that will addresses the identified gaps and challenges
- ✓ Developing an implementation matrix/communication plan with strategic responses and communication activities that will be used to address the different situations
- ✓ Disseminating the developed strategy to FABIO team
- ✓ Submitting a final project report to the Executive Director

### **3.0.1. Outputs and deliverables**

- (i) An inception report detailing the proposed approach and methodology to this assignment
- (ii) An inception meeting with FABIO team
- (iii) Internal and external analysis carried out about the communication gaps and challenges for the organization both internal and external stakeholders
- (iv) Communication strategy developed to address the identified gaps and challenges
- (v) An implementation matrix/communication plan with strategic responses and



- communication activities that will be used to address the situation developed
- (vi) Communication strategy disseminated to the entire FABIO team
  - (vii) Completion report of the assignment submitted to Executive Director

### 3.0.2. Timeframe

- Signing of service contract between FABIO and consultant on 5<sup>th</sup> December, 2025.
- Submission of a detailed inception report to FABIO's Executive Director on 8<sup>th</sup> December, 2025
- Conducting an inception meeting with FABIO team and the board on 8<sup>th</sup> December, 2025
- Commencing with reviewing and developing of communication strategy starting on 9<sup>th</sup> December, 2025
- Submission of final completion report of the assignment on 31<sup>st</sup>, December, 2025

## 4. Consultancy's qualifications and experience

- ✓ **Education:** Degree in communications, public relations, marketing, journalism, or a related field. A master's degree in public relations or equivalent will be an added advantage
- ✓ **Experience:**
  - Proven experience in developing and implementing communication strategies.
  - Experience working with Non- Governmental Organizations
  - Experience in media relations and advocacy campaigns will be an added advantage
  - Experience with digital and social media platforms
- ✓ **Language:**
  - Fluency in the English language
- ✓ **Skills:**
  - Excellent writing, editing, and analytical skills.
  - Strong interpersonal and communication skills.
  - Project management and organizational skills.
  - Strategic thinking and ability to extract key messages.

5. Expression of interest to undertake this consultancy should be submitted to [info@fabio.or.ug](mailto:info@fabio.or.ug) or [kawanguzijoy@gmail.com](mailto:kawanguzijoy@gmail.com) – FABIO not later than 31<sup>st</sup> December, 2025.



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