

**Date: 08.01.2025**

**Dear Sir or Madam,  
Greetings from REFORM Association**

**Subject: Request for Quotation- Communication Trainer**

REFORM is planning to contract with a Communication Trainer within the framework of REFORM's project. We would like to ask for your quotation regarding the trainer mentioned above, please submit your offer latest by **Sunday, 19.01.2025, before 15:00 pm.**

**Needed Background:**

- BA degree in communication, media studies, Marketing or a related field.
- At least 5 years of experience in conducting training on effective communication, social media, and public speaking, with a focus on gender equality and social change.
- Proven track record in training diverse groups, including women and youth, in utilizing social media for advocacy and community engagement.
- Strong knowledge of social media platforms, communication strategies, and the ability to teach participants how to present their cases, needs, and concerns in a resonant and impactful manner.
- Experience in conducting pre and post evaluations.
- Experience in conducting technical report in English language is a must.
- Knowledge of women's issues and gender-related topics.
- Familiarity with local councils and their specific context.
- Strong and deep understanding of the concept of communication and community outreach.
- Strong comprehension of the challenges faced by beneficiaries in achieving effective outreach in the community within platforms.
- Experience in facilitating workshops that include both theoretical and practical components, with an emphasis on interactive learning.
- Ability to tailor training content to the specific needs of the participants, considering the cultural and social context of the targeted municipalities.
- Skills in developing training materials, including presentations, exercises, and follow-up activities, to reinforce learning outcomes.
- Effective communication and responsiveness in coordinating with the project team to ensure the alignment of training goals with the overall project objectives.

**Scope of Work:**

- Equip 150 participants with the skills to effectively use social media as a tool for advocacy and community engagement.

- Develop participants' capacities to communicate their cases, needs, and concerns in a resonant and impactful manner.
- Possession of facilitation skills in open spaces and platforms.
- Readiness to teach these facilitation skills to others.
- Enhance participants' confidence in promoting new thoughts and ideas through social media platforms.
- Prepare participants to document Souk sessions and design follow-up activities that align with the project's objectives.
- Provide a final report summarizing the training program's outcomes, challenges, and recommendations, including an assessment of participants' progress and skill development in English Language.
- Develop a detailed training curriculum and schedule.
- Conduct pre and post-assessment of participants to evaluate progress and impact.
- the training program will target a diverse range of participants, including female members of local authorities, local authority staff, as well as civil society representatives, specifically young women and men aged 19-29. Given the varied demographic groups that will be involved, the training content must be tailored to accommodate these differences effectively.

#### **The expected outcomes of the training are as follows:**

- ✓ **Enhancing Women's Participation in Local Governance:** Strengthening the role of women in local decision-making processes, particularly within local authorities.
- ✓ **Promoting Social Acceptance:** Increasing societal acceptance of women's roles in local governance.
- ✓ **Transforming Gendered Attitudes:** Addressing and shifting traditional, patriarchal views towards women in decision-making roles, with the aim of fostering a more inclusive and supportive environment for female leadership.
- ✓ It is essential for the trainer to review reports and feedback from previous training sessions in order to understand participant trends and concerns. This will help the trainer adapt the content and delivery methods to better align with the needs of the participants and ensure the program's continuous improvement.

#### **General Framework:**

- The training will be conducted in 3 areas in the West Bank which are: Ramallah, Bethlehem and Nablus.
- The expected timeline for implementation is between April to July 2025 for the 5 groups.
- The objectives above are crucial for ensuring that the training meets its goals and delivers tangible, impactful results.

#### **General Framework:**

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Ramallah, P.....  
Telefax: +970 2 2966645  
www.reform-association.ps  
info@reform-association.ps

- REFORM will select 150 members form the 15 municipality:
- 50% female and 50% male participants.
- High motivation and interest in the initiative.
- **Number of Training Days:** 3 training days for each group, across 15 targeted areas; 5 groups.
- Total Participants are 150, each group 30 persons.

#### Submission Criteria:

- ✚ Individuals who meet the needed background and are interested in implementing the training. Kindly see the below mentioned requirements for applying.
- ✚ We will be evaluating each applicant based on the following weights:

#### 1. Technical offer must include:

- Resume should be sent in English. (Resumes with a personal picture will not be considered).

<b>Specifications</b>	<b>Score</b>
<b>Technical Offer (Resume must reflect the following)</b>	<b>70%</b>
1. Resume including education and knowledge.	<b>15%</b>
2. At least 5 years of experience in conducting training on effective communication, social media, and public speaking, with a focus on gender equality and social change.	<b>20%</b>
3. Pre and Post Evaluation Sample	<b>15%</b>
4. One detailed agenda (explain the main objectives, Expected Outcome, Method used in the training for all 5 groups).	<b>20%</b>
<b>Financial Offer</b>	
The financial offer in ILS per day including income tax (8 hours).	<b>30%</b>

2. Price offer should be drafted in English and submitted in **ILS** per day (8 hours) including transportation. All taxes must be included in the final price.

- Financial and technical offer must be submitted in English and signed/or stamped in **the offer should be in separate sealed envelopes by** hand to the following address:

✚ *The Palestinian Association for Empowerment and Local Development—REFORM, Tirawi Building, 2<sup>nd</sup> floor in Al-Masyoun, Ramallah, **latest by Sunday, 19.01.2025, before 15:00 pm.***

**Notes:**

- REFORM is not obliged to choose the lowest price however to the best cost value.
- Individuals can submit a valid deduction on source certificate or else 10% the total payment will be deducted as income tax.
- REFORM has the right to cancel the RFQ at any time.
- REFORM has the right to contract with more than one candidate if needed.

For more information, please do not hesitate to contact us on the following contact details:  
Telefax: 02-2966645, Email: [info@reform.ps](mailto:info@reform.ps)

Thank you for your kind cooperation.

Sincerely yours,

**Procurement Unit**

