

Terms of Reference (ToR)

Hiring a media and events agency to design and implement Heifer International Asia's media and events strategy to boost awareness and thought leadership positioning.

Proposal Submission Deadline: ~~10 September~~ 29 October 2025

Contract Starting timeline: ~~October 1st~~, November 15th, 2025

Contract Duration: 12 months (with potential for renewal)

Point of Contact: Gurpreet K Bhatia, Communications Director for Asia

1. About Heifer International

Since 1944, Heifer International has worked with more than 52.6 million people around the world to end hunger and poverty sustainably while caring for the Earth. Heifer currently operates in 19 countries across Africa, Asia, and the Americas, including the United States, supporting farmers and food producers to strengthen local economies and build secure livelihoods that provide a living income. For more information, visit: <https://www.heifer.org>

Heifer International in Asia is currently operating across four countries – Nepal, India, Bangladesh, and Cambodia and has impacted over 457,668 households in FY 2023. Its key thematic focus areas are livestock and agriculture value chains, food systems strengthening, government partnerships, climate-smart agriculture and livestock, women empowerment, cooperatives & self-help groups, social capital, food security, OneHealth, partnerships, impact investing, innovation, and digitization, etc.

2. Scope of Work

Heifer International in Asia is seeking proposals from qualified Media and Events Agency to support its regional communication goals. The selected agency will help elevate Heifer's brand and voice through strategic mainstream media engagement, thought leadership positioning, event management, and storytelling campaigns in Asia.

The goal is to build greater awareness of Heifer's work, strengthen media relationships, improve visibility across regional platforms, and amplify its position as a partner of choice in agriculture, climate, food system transformation, and other regional themes.

3. Tasks and Responsibilities

The agency will report to the **Asia Regional Communications Director** and collaborate with communications teams across country offices, i.e., India, Bangladesh, Nepal and Cambodia.

The key responsibilities include:

A. Media Engagement

- Develop and implement a comprehensive regional media and events strategy.

- Secure earned media coverage through news articles, op-eds, interviews, and features in regional and international outlets.
- Identify and pitch relevant stories from Heifer's country programs to the regional media by identifying key markets in Asia.
- Maintain and update a database of key media contacts across Asia.
- Monitor media trends relevant to Heifer's themes and advise on positioning opportunities.

B. Events and Thought Leadership

- Scout for relevant regional events, conferences, and forums aligned with Heifer's areas of work, thematic priorities, donor presence and networking potential.
- Secure pro bono speaking opportunities for Heifer Asia leadership and subject matter experts. Also supporting speaker preparation and narrative framing, to ensure consistency with Heifer's core messaging and priorities.
- Provide end-to-end event management support for both internal and external events (logistics, branding, media, vendor coordination).
- Organize a regional media fellowship for journalists to engage with Heifer's work and community stories.
- Coordinate and host one internal media training session for the Heifer leadership team.
- Explore and facilitate Heifer speaker participation in external podcasts, panel discussions, and webinars.
- Support internal events facilitation during key moments such as celebrating UN International Days, regional campaigns, etc. Specifically leading facilitation, contributing to Heifer positioning, and providing logistical/media support, per the discussion with the regional communication director.

C. Content and Campaign Support

- Support content development for media engagement, including adapting stories for different formats.
- Amplify Heifer campaigns such as #SeedingStrength: Empowering Farmers Cooperatives and others with targeted regional media outreach.

D. Reporting and Documentation

- Submit monthly progress reports detailing:
 - Media pickups and placements, including PR value
 - Event participation and outcomes. Submit event reports
 - Media reach and impressions
 - Regional media list with journalist contacts
- Document all activities and deliverables in a centralized repository.

- Work proactively with Heifer Asia teams to plan ahead and align on strategic priorities.
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4. Reporting:

The media and events agency will be reporting directly to the regional director for communication in Asia and will work in close collaboration and consultation with the regional communication director for the fulfillment of the above-mentioned tasks and responsibilities.

5. Payment terms:

The contract with the media and events agency will be on a retainer basis for the period of 12 months/1 Year initially, with a possibility of extending it further based on performance and impact. The payment will be made at the end of each month based on the fulfillment of tasks and responsibilities for that month as per the agreed and signed-off work plan submitted by the design agency in advance.

6. Required Qualifications

The selected agency must demonstrate:

- At least **7 years of experience** in media relations, PR, and/or event management in the international not-for-profit sector.
 - Strong networks with **regional and international media** covering development, agriculture, sustainability, and climate.
 - Proven success in placing op-eds, features, and thought leadership content.
 - Experience managing high-profile events and media fellowships.
 - Strong storytelling and content adaptation skills.
 - Ability to work flexibly across different time zones and cultures.
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7. Proposal Requirements

Interested agencies should submit a proposal including the following:

1. Agency profile and relevant experience
2. Proposed team structure and key personnel bios
3. Technical proposal detailing approach, strategy, and methodology
4. Work plan with timelines
5. Financial proposal with recurring monthly fee in USD
6. Portfolio of past work, including media placements and events
7. Three client references from similar assignments

All proposals must be submitted in English.

8. Evaluation Criteria

Evaluation Criteria	Weightage
Relevant Experience and Track Record	30%
Proposed Approach and Methodology	30%
Team Composition and Expertise	10%
Cost-effectiveness and Budget	20%
References and Past Work	10%

Only shortlisted agencies may be invited for an interview or presentation.

9. Submission Details

All proposals should be sent to asia@heifer.org with the subject line:
“Proposal Submission – Media and Events Agency for Heifer International Asia”

The deadline for submission is ~~12th September 2025 (Friday)~~ **29 October 2025 (Wednesday)** Late submissions will not be considered.

10. Terms and Conditions

- Heifer reserves the right to reject any or all proposals without assigning any reason.
- Only shortlisted agencies will be contacted.
- The agency will be required to sign a contract and adhere to Heifer’s code of conduct, safeguarding, and data protection policies.