

YOUNG WOMEN'S CLUBS MAGAZINE

Tender
briefing

PRODUCT

- Magazine: lifestyle-type magazine not information booklet
- targeted at young women of 15 to 24 years of age
- New issue will be distributed to Clubs every second month
- Relevant, accessible material.
- Literacy level Soul City Institute pitches such materials at is that of a Grade 7 student.
- Attractive and youthful design– a cutting edge magazine that is anticipated and sought after.
- Regular columns/ features should combine with issue-specific articles (as per topic list) that are interesting and exciting.
- Format and extent to be decided (should have a spine)

CONTENT

- Support young women to achieve the objectives of the Clubs:
 - building social cohesion
 - working as a group to do projects
 - supporting each other
 - building self-efficacy and resilience
 - prevent HIV, mitigate its impact and enable safer choices.
- Key element in linking the various interventions: Club meetings, TV talk show, social media interventions.
- Enable young women in clubs to leverage and extend these platforms to benefit their Clubs and communities.
- Links to health and other services.
- Curriculum as provided in TORs

SCOPE OF WORK

- Create a design and editorial concept for the magazine that is approved by Soul City.
- Conduct research with Young Women's Clubs and internal and external stakeholders to develop editorial content and photography/ artwork for each publication.
- Design and layout each issue of the magazine in line with approved concept.
- Create and manage a schedule to deliver one issue of this magazine every two months. Timely delivery remains the responsibility of the service provider.
- Work closely with Soul City Institute to ensure all contents are reviewed and approved by internal and external stakeholders at various stages of development.
- Ensure that all materials are pre tested and that pre test feedback is incorporated into magazines.
- Advertising strategy for the magazine (not core but extension).

CORE SKILLS

- Knowledge of health and development frameworks and issues
- Social and Behaviour Change Communication (SBCC) skills
- Project management skills.
- Research skills.
- Content development skills
- Cutting-edge design skills
- Familiarity with organisations working with health and development issues
- An ability to interact easily with the target population.
- Integrate appropriate learning methodologies into materials.
- Understand the socio-economic circumstances of the young women and deliver materials that are appropriate for this audience.
- Photography