

STRATEGIC COMMUNICATIONS

PARTNER COMMITTEE

TERMS OF REFERENCE

Purpose

The RBM Partner Committees (PCs) are intended to formalize, consolidate and amplify the Partnership priorities of advocacy, resource mobilisation, and country/regional support. The work of these Partner Committees are expected to align with the priorities outlined in the *Global Technical Strategy 2016-2030* and *Action and Investment to Defeat Malaria (AIM) 2016-2030*, as well as with the Partnership Strategy and Annual Budget and Work Plans.

The purpose of the Strategic Communications Partner Committee (Comms-PC) is to develop and implement, in collaboration with the Partnership Management Team, communications to achieve the advocacy objectives of the Partnership. The objective of the Comms-PC is to translate the overarching objectives of the Partnership into specific, aligned and inspirational messages that catalyse action.

Roles & Responsibilities

General:

- Convene Partners with an interest in the particular role of the Committee in order to then Co-ordinate and Facilitate Communications of activities. Routinely support fora that bring Partners, especially those from malaria-affected countries, together to identify and highlight key challenges within these terms-of-reference, and to develop plans to address these challenges.
- Work with other Partner Committees to obtain necessary inputs, avoid duplication of efforts, and to resolve any concerns over responsibilities for aspects of the Partner Committees' work.
- Develop an annual work plan and budget for each year in collaboration with the Partner Committee Manager and the CEO and submit to the Partnership Board for approval. The work plan will include strategic priorities, and how results will be measured and reported to the Partnership Board.
- Engage and relate with regional entities to ensure regions and countries are empowered to address malaria, with particular attention to cross border settings.
- Ensure co-ordination, documentation, and dissemination of malaria advocacy and communication materials and best practices.

Committee Specific:

- Develop messaging frameworks relevant to the *Partnership Advocacy Strategy*.
- Develop communications that frame the issues (white papers, thought pieces, etc.)
- Advise and support for Partnership brand management.
- Advise and support for the development of media platforms (website and social media platforms, traditional media production, public service announcements, etc.)
- Manage strategic media relations (day-to-day media relations will be the responsibility of the Management Team).

Membership & Leadership

The Committee will consist of those Partners who indicate their commitment to its work and preparedness to commit some resources to its work.

The selection of the membership and of the leadership of the Committee will be governed by the relevant sections of the Partnership Bye-laws.

Reporting & Performance Review

The Co-Chairs of the Committee will submit to the Partnership Board an annual report outlining its performance against the agreed objectives contained in the annual work plan and budget. The format of this report will be agreed with the Partnership Board Chair and the CEO. The Partnership Board may invite the Committee Co-Chairs to attend a Partnership Board meeting to review the report and discuss any challenges that the Committee has encountered.