SheDecides Agency Tender:

Strategic Communications and Political Media Agency

1. Context and Background

SheDecides is a leading global political coalition standing up for bodily autonomy and sexual and reproductive health and rights (SRHR). Launched in 2017 as a rapid-response campaign to the Trump-era Global Gag Rule, SheDecides has evolved into a global movement connecting Ministers, government officials, civil society leaders, youth advocates, service providers, and researchers across Africa, Asia, the Arab Region, Latin America and the Caribbean, Europe, and North America. Together we take action for the right to decide, at global decision making spaces.

SheDecides requires an experienced **Strategic Communications and Political Media Agency** to deliver high-impact global advocacy communications, spotlight political leadership advancing SRHR, energise and connect our Champions and allies, and amplify our movement's collective voice and impact throughout 2027 and beyond.

Communications support throughout 2027 and beyond will centre on **three key strategic moments**:

1. **SheDecides+10:** Marking ten years of the SheDecides movement - celebrating movement wins, spotlighting the critical leadership of Champions, and demonstrating political resilience in challenging times *(focusing particularly on the first half of the year).*
2. **Post-2030 Flagship Report:** The design, launch, and global dissemination of a new report and campaign focused on keeping bodily autonomy and SRHR at the heart of the political agenda beyond the Sustainable Development Goals *(focusing particularly on the second half of the year).*
3. **Ongoing Communications & Movement Amplification:** *Year-round communications support* to elevate SheDecides' core calendar of high-level events eg CSW, CPD, WHA, UNGA, International Youth Day, International Safe Abortion Day. This includes strategic messaging, creative design, and digital execution to amplify movement action and impact throughout 2027 and 2028 (including annual reports and support in "making the case").

All contain elements of creative design, copywriting, media and multimedia execution.

2. Scope of Work: Workstreams

The selected agency will work in close coordination with the **SheDecides Support Unit** to deliver strategic communications, media relations, creative storytelling, and political positioning across 5 main areas and workstreams:

1. **SheDecides+10 & Champion Spotlights:** Develop creative media, video content, digital activations, and social media moments celebrating 10 years of SheDecides and its members, spotlighting movement achievements, national progress, and political leadership.
2. **High-Level Op-Ed Placement & Thought Leadership:** Draft, write, and secure placements for op-eds (up to 5 per year) co-authored by Ministers, youth leaders, and Champions in major international and regional media outlets around key moments (eg, CSW, WHA, UNGA, Safe Abortion Day).
3. **Design and Comms support for Political Advocacy Events:** Support the production of communications needs for high-level moments, including event banners, invitations, branded documents, and social graphics.
4. **Post-2030 Campaign & flagship Report:** Design and execute a global campaign and launch package for a flagship report "A World Where SheDecides", ensuring SRHR and bodily autonomy remain central to discussions on the post SDG framework.
5. **Brand Content and Resource Mobilisation**: Develop brand content and creative activations that strengthen SheDecides' positioning, articulate our impact, results, and unique value-add, and unify storytelling across channels. This includes producing narrative materials ("The Story of Us") designed to generate greater interest, engage new members, and inspire donor investment in SheDecides.

3. Required Qualifications & Expertise

The ideal agency/consortium must demonstrate:

1. **Global Media Reach:** Demonstrated capability to write and secure high-level op-eds and earn news coverage across international outlets.

    - Portfolio of published op-eds and feature stories in tier-one international media outlets (eg The Guardian, Al Jazeera, TIME, Devex) within the past 2–3 years.
    - Established active media relationships and pitching capabilities with journalists, editors, and producers covering health, gender, international affairs, human rights, and global development.
    - Proven metrics or case studies demonstrating high audience reach, pickup, and engagement for past placed content.

2. **Creative, Design & Multimedia Production:** Strong in-house capacity for digital storytelling, visual campaign design, video editing and report layout/publication design.

    - Professional proficiency in design and video editing software (Adobe Creative Cloud suite: Premiere Pro, InDesign, Illustrator, Canva).
    - Demonstrated ability to translate dense advocacy content into engaging digital storytelling formats, including social media assets, short-form video, and infographics.

3. **SRHR Content Expertise:** Track record in communicating and generating greater understanding/ interest in sexual and reproductive health and rights, global health, gender equality, human rights, political advocacy, and feminist and social movement communications. Strong understanding of global policy and international development cooperation.
    - Minimum of 5 years of professional experience communicating specifically on sexual and reproductive health and rights (SRHR), gender equality, or feminist movement building.
    - Track record of at least 5 years of producing sensitive, culturally nuanced, and rights-based content that aligns with feminist and social justice communications principles, as well as evidence of understanding rights-based language.

4. **Political & Strategic Comms:** Demonstrated ability to engage political leaders, youth leaders, researchers, and civil society through strategic communications, alongside a proven track record of translating complex multilateral issues (UN processes, ODA, Feminist Foreign Policy, and post-2030 agendas) into accessible, high-impact communications.

4. Budget and contact duration

We welcome applications working towards a budget of approx 150,000-175,000 USD per annum.

The duration of the contract is 2 years (with a one-year break clause), with a particular focus on 2027 deliverables and support. The budget for 2028 may potentially be reduced in volume and scope, and subject to changes.

5. How to apply

We are looking for agencies with **minimum 5 years experience in strategic communications,** and experience on working on issues related to SRHR, gender equality and human rights. Interested agencies are requested to submit a technical and financial proposal by **Wednesday 18 November 2026.**

Proposals should be concise (maximum 12 pages or 12 presentation slides, excluding CVs and financial annexes) and must include:

1. **Agency Overview & Relevant Experience:**
    - A brief agency profile highlighting at least 5 years experience in comms in global SRHR, gender equality, or feminist movement communications.

    - 2–3 relevant case studies demonstrating past success across the five workstreams within international advocacy and multilateral settings.
2. **Proposed Approach & Methodology:**
    - Top-line campaign ideas featuring 2–3 high-level concepts, activations, or creative angles to bring the report *"A World where SheDecides" to life* (keeping SRHR on the post 2030 agenda) detailing how it will effectively reach decision-makers and champions.
3. **Account Management & Team Structure:**
    - Proposed staffing structure, including short bio summaries for key personnel
4. **Financial Proposal:**
    - An itemised budget broken down by quarter and deliverable across 2027.

6. Dates:

- **Wednesday 28 Oct**

SheDecides Agency tender documents circulated.

- **Wednesday 18 November mid day**

Submission deadline, applications close at 17.00 GMT.

- **Week of 30 November**

Interviews and presentation to SheDecides

- **5 February or sooner**

Start working with SheDecides

If you are selected for an interview, we request that the team members working on the SheDecides account be the ones to attend. We welcome an internationally diverse representation of applicants, with English as a primary working language.

Please contact Angie Windle if you have any questions – angie@shedecides.com

Thank you

About SheDecides

Background

SheDecides is a global political movement driving action for a world where every woman, girl and young person, in all their diversity, can decide what to do with their body, life and future. Since 2017, SheDecides has championed bodily autonomy and sexual and reproductive health and rights (SRHR), mobilising support across Africa, Asia, the Arab Region, Latin America and the Caribbean, Europe and North America.

The movement brings together Champions from across sectors: governments, civil society, youth groups, research institutions, media, the arts and philanthropy. It is supported by the SheDecides Support Unit (SDSU), an autonomous secretariat hosted by the International Planned Parenthood Federation (IPPF). The SDSU amplifies political action, connects the world's leading SRHR organisations and creates opportunities for Champions and allies to speak out and act. We focus on three areas: abortion rights, comprehensive sexuality education and youth srhr.

Read our strategy
Read our annual report
More on our impact
See our website

SheDecides in 2027: A Landmark Year

The year 2027 marks a pivotal milestone: 10 years of the SheDecides movement. Over the past decade, SheDecides has grown from a rapid-response campaign into a powerful global coalition standing firm for bodily autonomy and SRHR. In 2027, SheDecides will leverage a strategic calendar of high-level international moments to celebrate Champions, showcase 10 years of movement achievements, rally progressive leadership against anti-rights pushback, and shape the debate on what comes next:

- **March 2027 (CSW71):** *10 Years of SheDecides* Key anniversary flagship convening on the margins of CSW to celebrate movement wins, bring Champions together across generations, and launch strategic communications.
- **April 2027 (CPD):** Commission on Population and Development engagement focusing on SRHR, bodily autonomy, and youth political leadership.
- **May 2027 (WHA):** World Health Assembly, focus on global health architecture, sustainable financing, and health equity.
- **September 2027 (UNGA):** United Nations General Assembly high-level political advocacy, focusing on post-2030 positioning and international commitments.