

Sunaulo Parivar Nepal Terms of Reference (ToR) Consultant- Strategic Marketing

1. Background

Sunaulo Parivar Nepal operates a network of 19 clinics under the “Marie Stopes” brand, providing high-quality sexual and reproductive health (SRH) services. While the programme has strong recognition for family planning and safe abortion services, there is a need for support to broaden public awareness of the full range of services offered, strengthen brand positioning, and increase overall client footfall and revenue across the clinic network.

Sunaulo Parivar Nepal seeks to engage a Strategic Marketing Consultant for a short-term assignment to review existing marketing efforts and support the development of a more effective, data-driven marketing strategy, with a particular focus on expanding reach amongst younger audiences (20–30 years) and working women.

2. Purpose of the Consultancy

The purpose of this consultancy is to:

- Assess current marketing performance and approaches
- Identify gaps and opportunities for growth
- Support the development of an improved, evidence-based marketing strategy
- Provide actionable recommendations to increase clinic footfall, service uptake, and revenue and support the team to begin implementation
- Build the capacity of the existing team or identify additional resources required to execute a high-quality strategy

3. Objectives

The consultant will support Sunaulo Parivar Nepal to:

1. Increase brand awareness, particularly among young people aged 20–30 and working women, while creating clear guidelines for use of the Marie Stopes and SPN brands to reduce consumer confusion
2. Promote the full range of services available in Marie Stopes clinics beyond family planning and safe abortion
3. Strengthen marketing effectiveness to drive increased client footfall and revenue, including consideration of above-the-line, digital and on-ground demand generation, especially referral networks
4. Identify opportunities to improve the end-to-end client experience
5. Begin implementing the new strategy, measuring impact and adjusting as required
6. Strengthen the capacity the local team to be able to continue implementing the strategy after the end of the consultancy

4. Scope of Work

The consultant will undertake the following tasks:

4.1 Review and Analysis

- Review existing market research, including competitor analysis and audience insights; leveraging in-house market research platform to solicit additional insights where needed
- Assess current marketing strategy, positioning, messaging, and channel mix (online and offline)
- Analyse recent marketing campaigns and execution effectiveness
- Review current spend and performance data (e.g. client volumes, conversion rates, digital analytics, marketing and referral sources)
- Conduct field visits to Marie Stopes clinics and competitor clinics, including imitators, to understand and identify opportunities for clinic visibility, ideal marketing channels and community demand generation/referral networks based on each centre's context

4.2 Strategy Development

- Identify and profile priority target segments and their preferences, with a focus on growing awareness and uptake amongst younger audiences (20–30) and working women
- Develop refined value propositions and messaging for key services
- Develop branding guidelines to guide clear use of the Marie Stopes and SPN brands
- Create an integrated marketing strategy that builds on global brand positioning, campaign content and messaging guidance and includes:
 - Channel strategy (digital, social media, community engagement, formal and informal referral networks, etc.)
 - Approaches for effective local adaptation of the “For Every Stage of Woman” campaign concept
- Propose approaches to better promote high-margin or high-potential but underutilised services within clinics (e.g. STI management, ultrasound, HPV testing and vaccination)

4.3 Client Experience Review

- Assess the current client journey from awareness to service uptake, with a specific focus on how we can improve utilisation and effectiveness of the contact centre
- Identify barriers and drop-off points across the client pathway
- Recommend improvements to enhance client experience, satisfaction, and retention, including approaches to support with holistic service promotion by providers

4.4 Stakeholder Engagement

- Conduct consultations with key internal stakeholders (e.g. marketing, operations, service delivery teams) and global support office teams
- Develop a practical implementation roadmap for the recommended strategy
- Provide clear prioritisation of actions based on impact and feasibility
- Suggest key performance indicators (KPIs) and measurement frameworks
- Identify any capacity, capability, or system gaps within the current marketing function

4.6 Implementation and Iteration

- Begin execution of the strategy, measuring results including reach, engagement and conversion

- Make adjustments to the final strategy based on early results (e.g. initial two months of implementation)
- Develop an operating guideline for the marketing and communication team

4.7 Capacity Building

- Work with the local marketing, contact centre and clinic teams to support their understanding, buy-in and ability to implement the strategy, ensuring that they are equipped to take the strategy forward at the end of the consultancy

5. Deliverables

The consultant is expected to deliver:

1. Diagnostic Report:

- Summary of findings from review, analysis and field visits
- Key insights on current performance, gaps, and opportunities
- Identified pain points and actionable opportunities for the client experience

2. Strategic Marketing Plan:

- Clear target segments, insights and positioning
- Integrated marketing strategy and recommendations
- Messaging framework and priority campaigns
- Strategy for strengthening community referral networks

3. Implementation Roadmap:

- Phased action plan with timelines, responsibilities, and indicative resource needs
- KPIs (including ROI) and monitoring framework

4. Presentation:

- Presentation of findings and recommendations to Sunaulo Parivar Nepal leadership for approval before implementation

5. Final debrief:

- Presentation of progress across the course of the consultancy, early results of implementation, including lessons learned and remaining gaps to Sunaulo Parivar Nepal leadership
- Recommendations for future actions and resourcing required

6. Duration and Level of Effort:

- **Duration:** 6-9 months, full-time, based in Kathmandu Support Office.

7. Reporting and Management:

The consultant will report to Interim Country Director, Sunaulo Parivar Nepal with monthly joint check-ins with the global marketing and regional operations team to review progress and provide feedback.

8. Required Qualifications and Experience

- Proven experience in developing and implementing marketing strategies, preferably in healthcare contexts

- Strong expertise in brand building and campaign execution
- Experience in analysing marketing performance data and translating insights into strategy
- Demonstrated ability to develop practical, implementable recommendations
- Experience in the Nepalese market is essential
- Excellent communication and stakeholder engagement skills

9. Key Competencies

- Strategic thinking and analytical skills
- Results-oriented with a focus on measurable impact
- Ability to work collaboratively with diverse teams
- Strong understanding of consumer behaviour and client experience

10. Ethical Considerations

The consultant must adhere to SPN's safeguarding, confidentiality, and ethical guidelines, particularly given the sensitive nature of SRH services.

11. Application Process

Interested candidates should submit:

- A technical proposal outlining their approach
- A financial proposal
- Relevant experience and examples of similar work