



Request for Expression of Interest

Consultant: Communication & Advocacy Expert Disrupting Harm

ORGANISATIONAL CONTEXT

ECPAT International is a global network of organisations working together for the elimination of the sexual exploitation of children (SEC) in all its manifestations i.e. exploitation of children in prostitution, online child sexual exploitation, sale and trafficking of children for sexual purposes, sexual exploitation of children in travel and tourism and some forms of child, early and forced marriage. The ECPAT Network currently consists of 109 members working as independent organisations or coalitions at national and local levels in 96 countries.

The ECPAT International Secretariat coordinates the global work of the organisation and is based in Bangkok, Thailand. The Secretariat designs and implements global and regional level programmes, and undertakes programming, advocacy and research to facilitate a range of network initiatives.

PROJECT BACKGROUND

ECPAT International secured funding for the implementation of the project *Disrupting Harm: evidence to understand online child sexual exploitation and abuse (OCSEA)*, a collaborative project along with Interpol and UNICEF office of Research – Innocenti supported by the Fund to End Violence Against Children. The project will assess the scale, nature and context of the abovementioned issue in 14 countries across Southern and Eastern Africa and Southeast Asia, starting in early 2019 and ending in early 2021.

The three organisations will leverage existing research, conduct primary research and rally key partners and multi-sectoral stakeholders to:

- Establish context by conducting extensive research to map the policy and legal landscapes;
- Analyse the threat via the collection and analysis of crime data as well as other types of data;
- Ensure children's voices are heard via cross-sectional, nationally-representative household surveys.

The research framework and outputs are envisioned as an important step towards in-depth analysis of online child sexual exploitation and abuse, to produce key findings and identify priority areas for adequate interventions. The project will also pilot new methodologies to determine the context, scale and manifestations of these crimes in 14 countries, with recommendations expected to have relevance for a broader audience.

The six countries of focus in the Southeast Asian region are Indonesia, Malaysia, Philippines, Thailand, Cambodia and Vietnam. The eight countries of focus in the Southern and Eastern Africa region are Ethiopia, Uganda, Tanzania, Kenya, Rwanda, Mozambique, South Africa and Namibia.

Fourteen national level reports and two regional level reports will be generated as well as data reports for the six major primary research activities. ECPAT's role in the project includes the consolidation of findings of all three project partners in country and regional level reports.

With the technical advice and support from experts within ECPAT's Secretariat, a project-team has been established, including a Project Manager, Regional Specialists and a team of Researchers.

ONLINE CHILD SEXUAL EXPLOITATION AND ABUSE NATIONAL ASSESSMENTS

ECPAT International is seeking a Communication & Advocacy Expert (Consultant) to provide technical guidance to ECPAT's communication and project team for the communication and advocacy to prepare and implement a two-phase campaign at national and regional level.

The first phase takes place during the research phase and will create momentum for the second phase, which is the launch of the 14 national and two regional research reports, and publication of newsworthy findings of the research. The campaign has the aim to enhance government prevention and response strategies, inform donors on potential areas for future funding, as well as inform the general public. The campaign will be a mixture of traditional and social media. The campaign will be streamlined with communication and advocacy efforts from the project partners (Interpol, UNICEF office of Research – Innocenti, and the Fund to End Violence Against Children).

An initial, draft communication and advocacy plan has been developed by the project partners.

KEY AREAS OF RESPONSIBILITY

1. Lead the continuous development of a joint, living, communication and advocacy plan for Disrupting Harm, ensuring that it is aligned with the scope and implementation of the project; pro-actively advise project partners on communication and advocacy issues.
2. Oversee the implementation of the Disrupting Harm communication and advocacy plan, making sure communications messages are consistent across all mediums and for different audiences, and coordinate external and internal communications flow (i.e. with the project partners and the donor)
3. Oversee and advise on content production, communications channels, platforms and tools; develop content as necessary
4. Oversee the project assignments of the ECPAT Social Media Officer, a Copywriting Project Consultant, and the population of a designated campaign website
5. Coordinate the report design and lay-out process, and oversee the project assignments of the ECPAT Graphic Designer
6. Coordinate the launches and dissemination of the Disrupting Harm reports
7. Act as public relations advisor in developing press releases, project Q&A and media relations
8. Liaise with the journalists, handle requests for interviews, statements etc.

DELIVERABLES

Finalise the initial version of the joint communication and advocacy plan for Disrupting Harm; this will require further regular updates during the project implementation period

DUE DATE

30 November 2019

Establishment of the Campaign website

To be determined

Delivery of Campaign tools

February 2021

REQUIRED COMPETENCIES/QUALIFICATIONS

The successful candidate will meet the following criteria:

- Master degree in communication or related field
- At least eight years of professional work experience in communications & advocacy
- Experience in global communication campaigns including different audiences
- Demonstrated experience of working in one or more of the following fields: Human rights; Child rights; Child protection; or Development
- Demonstrated experience of working in one or more of the following organization types: International, multilateral or global organization, or (I)NGO
- Demonstrated experience in managing digital and social media campaigns and producing engaging and effective content
- Demonstrated experience in marketing and/or social media marketing campaigns
- Commitment to the mission, vision, values and principles of ECPAT
- Excellent communication and writing skills
- Excellent interpersonal skills, diplomacy, and tact
- Understanding of reputational risk management
- The ability to analyse complex information and simplify it for a range of different audiences
- Self-starter, able to work independently and creatively
- Ability to find creative solutions to complex problems
- Ability to deliver high quality work under pressure and to meet deadlines

TIMEFRAME

It is expected that the consultancy will require 30 working days over a period of 18 months, most work will be required in the last six months. A more detailed work plan will be agreed on in the induction phase of the consultancy. The consultancy will commence on 1 November 2019.

MANAGEMENT AND REPORTING ARRANGEMENTS

Throughout the project, the Consultant will report to the Project Manager.

ADDITIONAL INFORMATION

- The Consultant is expected to be home-based, using own computer and communication equipment and facilities
- Consultancy payments will be based on a daily fee and actual working days carried out for the assignments
- All discussions and documents relating to this Terms of Reference will be treated as confidential by the parties
- No travel is envisaged for the role, however in case the Consultant travels it will be carried out according to ECPAT International's Travel Policies and Procedures and related costs will be compensated in addition to the daily consultancy fee

- The Consultant is expected to act at all times in a manner consistent with the values of ECPAT International and in compliance with the organisation's policies and procedures including Child Safeguarding Policy and the Code of Conduct

Expression of Interest:

Interested candidates are requested to send in their CV and a cover letter indicating an expected daily fee (in USD).

Submission of expression of interest by email to: vacancy@ecpat.net; please mention in the subject line *DH Comms & Advocacy*

Deadline: 23 September 2019

ECPAT International is committed to keeping children safe. The selection process reflects our commitment to the safeguarding of children. The process may include requests for criminal/ police records.