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 119 members working as independent organisations or coalitions at national and local levels in 103 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 capacity building, advocacy and research to facilitate a range of network initiatives.

PROJECT BACKGROUND
This increasingly widespread adoption of encryption technology combined with recent announcements by major companies have sparked a legitimate worry across the child rights community in relation to the negative impact that this would have on the level of security of children.

It is generally acknowledged that the vast majority of social media platforms are already encrypted. Facebook is seen as the face of the sector on topics related to encryption, similar concerns also exist around measures taken by other companies.

As of today, the debate on the positive and negative impact of the deployment of encryption has predominantly taken place in the United States and has been driven by measures announced by major US tech players who operate globally but are still bound by US legislation. However, it is now beginning to shift to other jurisdictions, such as in the European Union.

A number of potential solutions are being debated and children’s organizations must insert themselves more prominently into the debate. We need solutions that do not solely focus on law enforcement concerns and binary outcomes, but on societies’ concerns that safe heavens are gradually being created for criminals to exploit children sexually with impunity. We need to reconcile all interests at stake in the encryption debate seeking technical solutions that reflect societies’ commitment to prioritize the protection of children from all forms of sexual exploitation through the misuse of technologies.

ECPAT is the leading global CSO network solely dedicated to ending the sexual exploitation of children worldwide. The network is considered a thought leader on all subject matter of sexual exploitation of children and has been a leading voice on all issues pertaining to the intersections of digital technologies with the abuse and exploitation of children.

ECPAT plays a critical function in addressing SEC because of its unique position, which bridges between local communities, governments and the private sector. This network approach offers a global focus combined with diverse national action tailored to local contexts.
PROJECT DESCRIPTION
The strategic objective of a new project that ECPAT recently started is to advocate for tech companies that are using and/or planning to offer end-to-end encryption in their services, to embed or develop technical solutions that reconcile digital safety of children - protecting children from being sexually exploited and abused - while not compromising on the right to privacy of the wider community of internet users.

The overall project duration is for the period of 12 months. It commenced in May 2020 and will conclude in May 2021.

For the purpose of this project duration, the European Union will be the focus area for advocacy purposes as well as campaigning on the issue. In the European Union, there have been positive indications by governments and institutions, as well as willingness by key lawmakers, to discuss and consider child rights perspectives linked to discussions on encryption as well as a good political momentum last year with the plenary of the European Parliament adopting a Resolution on children’s rights on the occasion of the 30th anniversary of the UN Convention on the Rights of the Child.

The primary audience are the key decision-makers within the EU across sectors including media. It will also involve relevant ECPAT member organisations in Europe with a strong interest on the topic of encryption/misuse of technologies to exploit children.

CHILDREN RIGHTS AND END-TO-END ENCRYPTION
ECPAT International is seeking a Communication & Advocacy Expert (Consultant) to provide technical guidance to ECPAT for the communication and advocacy to prepare and implement a one-phase campaign at regional level.

The campaign has the aim to enhance the prevention and response policy and legal strategies/approach of relevant European Union bodies as well as regional and sectoral bodies represented at the European level. The campaign will be a mixture of traditional and social media. The campaign will be streamlined with communication and advocacy efforts from key stakeholders within and outside of the European Union and with country level advocacy by network members.

KEY AREAS OF RESPONSIBILITY
1. Lead the development of a joint, living, communication and advocacy plan (including a stakeholder map, influencers map, etc.), ensuring that it is aligned with the scope and implementation of the project; pro-actively advise the cross-functional Secretariat team and network members involved with the project on communication and advocacy issues
2. Advise on how to develop project campaign budget and monitor implementation
3. Oversee the implementation of the 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. across the Secretariat and with network members)
4. Oversee and advise on content production, communications channels, platforms and tools; develop content as necessary (podcasts, explainer videos, visuals, etc.)
5. Advise the ECPAT Communication Officers on social media project assignments
6. Coordinate the visual design and lay-out process; advise ECPAT graphic designer on project assignments
7. Coordinate the dissemination of proposed draft legislation, set of principles, statements and any content deemed strategic to promote
8. Act as public relations advisor in developing press releases, project Q&A and media relations
9. Liaise with the journalists upon consultation with the Secretariat project team, channel requests for interviews to the project team, draft statements etc.
10. Deliver a one-day training to Secretariat staff to strengthen it communication and advocacy skills.

**Deliverables**

- Finalise the initial version of the joint communication and advocacy plan; this will require further regular updates during the project implementation period
- Relevant ECPAT Secretariat staff (remotely) trained (8 hours)
- Implementation of the advocacy and communications elements

**Due Date**

- 15 October 2020
- To be determined
- October 2020 - May 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
- Demonstrated 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
- Commitment to the mission, vision, values and principles of ECPAT
- Excellent communication and writing skills
- Understanding of reputational risk management

**Timeframe**

It is expected that the consultancy will require 30 working days over a period of eight months. A more detailed work plan will be agreed on in the induction phase of the consultancy. The consultancy will commence in October 2020.

**Management and Reporting Arrangements**

Throughout the project, the Consultant will report to the Deputy Executive Director for Programmes.

**Additional Information**

- The Consultant is expected to be home-based, using own computer and communication equipment and facilities
- 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). Interest from key experts working through agencies is accepted.

Submission of expression of interest by email to: **vacancy@ecpat.net**; please mention in the subject line your name and “advocacy encryption”.

**Deadline: 13 September 2020**

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 records.