



## REQUEST FOR EXPRESSION OF INTEREST

### Communications Consultant

#### **Project: A Global Initiative to Explore the Sexual Exploitation of Boys – The Thailand Report**

##### **ORGANISATIONAL BACKGROUND INFORMATION**

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 122 members working as independent organisations or coalitions at national and local levels in 104 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**

There is a notable gap in global understanding of how sexual exploitation affects boys. “When countries do collect prevalence data on child sexual abuse or exploitation, it is usually limited to adolescent girls...prevalence data for boys is even more scarce.” Yet in the limited relevant research where boys are the focus, the evidence has suggested that in certain contexts, boys are just as heavily impacted by sexual exploitation as girls, and sometimes more. By no means detracting attention to continued research and support for girl victims of sexual exploitation, there is a clear need to advocate for more, and quality, evidence about the sexual exploitation of boys. In late 2018, ECPAT International began work on a global initiative to convene and coordinate a multi-stakeholder global initiative to explore the sexual exploitation of boys over the next three years. The initiative will consolidate and strengthen the evidence base of the sexual exploitation of boys globally, and to identify appropriate prevention, protection and recovery frameworks to inform legislative reforms, policy and programming.

Thailand is where ECPAT International began work in the 1990s. At that time, the country struggled with the issue of sexual exploitation in travel and tourism. Things have come a long way since that time, and while the problem certainly persists, Thailand has at times been at the forefront of actions to prevent and respond to sexual exploitation of children.

Acknowledging that boys are vastly underrepresented in research on sexual exploitation of children, the Thailand Institute of Justice (TIJ) is funding and partnering in work to explore this issue in the country as part of the Global Boys Initiative.

##### **PROJECT DESCRIPTION**

This project undertook research in Thailand in three thematic areas:

1. **Legislative Analysis:** Analysis of the capacity of Thai national legislation to protect boys from child sexual abuse and exploitation to inform legal advocacy.
2. **Frontline Providers Survey:** A survey of 65 frontline workers providing sexual exploitation and GBV services to boys in Pattaya, Chiang Mai and Bangkok.
3. **Pilot study with children and youth of diverse SOGIE (LGBT):** Interviews with 20 young people of diverse sexual and gender identity (LGBT) in Bangkok and Chiang Mai who are currently engaged in exchanging sex. Interviews explored the factors that may have led them into exchanging sex, many while they were still children.

### POSITION OBJECTIVES

The objective of the Communications Consultant is to support the campaign to disseminate the report, and key findings, to audiences in Thailand – predominantly via paid social media advertising. The Communications Consultant will report to the Communications Officer and to the Head of Research.

### DELIVERABLES

1. Translate and contextualise existing English language products to Thai language and context:
  - a. 1 Blog piece;
  - b. 1 Press release;
  - c. Social media posts for Instagram, Twitter, Facebook, LinkedIn.
2. Develop an advertising plan that targets audiences as defined by ECPAT.
3. Support the Communications Officer where necessary to set up, monitor and optimise campaigns for Instagram and Facebook in Facebook Ads Manager
4. Distribute press release and coordinate media opportunities.
5. Respond to Thai language comments, responses and other feedback – liaising with ECPAT to ensure appropriate framing and correct terminology is always used.
6. Support arrangements for a 1 hour online webinar targeting senior government guests from Thai ministries:
  - a. Liaise with ECPAT and Thailand Institute of Justice to finalise guest list and ensure invitations are sent and received;
  - b. Coordinate logistics for online event.
7. Support arrangements for a Facebook live public event (30min-1hr).

### REQUIRED COMPETENCIES/QUALIFICATIONS

The successful candidate will meet the following criteria:

#### Core Competencies

- Expertise in communications;
- Ability to work autonomously;
- Demonstrated commitment to ECPAT's mission and values.

#### Technical Competencies

- Demonstrated knowledge in Facebook Ads Manager and social media campaign planning
- Awareness of the communications and media landscape in Thailand, including media contacts;
- Understanding of target audiences for this report;
- Contacts with relevant media organisations in Thailand and regionally;
- Experience in developing and undertaking advocacy, preferably in related area;
- Awareness of the topic of sexual exploitation of children;
- Understanding of working with LGBT populations and issues;

- Fluency in written and spoken Thai and English language.

#### **Qualifications & Experience**

- Relevant qualification in communications or advocacy;
- At least two years of professional work experience in communications in Thailand.

#### **TIMEFRAME**

The Consultancy will be for a period of approximately 15 days during January-March 2021.

#### **MANAGEMENT AND REPORTING ARRANGEMENTS**

The Communications Consultant will report to the Communications Officer and/or Communications Manager at ECPAT International.

#### **ADDITIONAL INFORMATION**

- All discussions and documents relating to this Terms of Reference will be treated as confidential by the parties
- The Communications 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 Staff Code of Conduct.
- Adherence to ECPAT International policies and procedures is required, including signing and abiding by the Staff Code of Conduct.
- The successful applicant will be required to have in place insurance arrangements appropriate to provision of the requirement in this Expression of Interest.

#### **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](mailto:vacancy@ecpat.net). Please mention in the subject line: Boys Communication Consultant.

#### **Deadline: Sunday 17 January.**

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.