

Terms of reference

Consultancy

Social Media support for launch of “EmployAbility - A resource guide on disability for employers in Asia and the Pacific” & regional activities implemented by the RSCA programme

Context

The ILO is launching an important guide for employers in the Asia Pacific on disability and employment. The Guide explores the challenges faced by people with disabilities in surmounting barriers to equal opportunities. It examines changing attitudes and expectations regarding inclusion and offers solutions to businesses in recruitment, job progression, job retention and OSH.

The resource aims to promote employer involvement in including persons with disabilities in open employment in Asia and the Pacific and supports enterprises employing persons with disabilities in their supply chains.

The Guide has been developed under the framework of the EU-funded programme “Responsible Supply Chains in Asia” (RSCA), a partnership between the European Union, the International Labour Organization (ILO) and the Organisation for Economic Co-operation and Development (OECD).

It will be launched with the cooperation of the Employers Confederation of the Philippines and the ILO Global Business and Disability Network

To support the launch of this Guide, the Responsible Supply Chains in Asia programme is seeking a consultant to provide a social media marketing strategy and content; in addition the consultant will provide support for launching of other publications launched by the RSCA programme.

Objectives of this assignment

Design, plan and implement a social media strategy for the launch event as well as to support the RSCA programme in giving visibility to activities at the regional level

Promote the visibility of the Guide, the RSCA programme and thereby increase its potential impact

Promote the engagement of the private sector through their RBC strategies into the inclusion of people with disabilities.

Tasks

- Develop a plan for social media promotion
- Collate a list of social media accounts, with handles, of relevant organisations involved in the launch or for whom the Guide will be a helpful resource
- Design and publish social media cards for social media platforms, including but not limited to Twitter, LinkedIn, Weibo and Facebook
- Any other related support aimed at giving visibility at this publication, as well as to other upcoming publications the RSCA programme will launch and regional events related to the scope of the programme (promotion of RBC).

Deliverables

- A database of key social media accounts to be used to support the launch (e.g. @rscaprogramme @ILOAsiaPacific @EU_Trade @ECOP_ph @EUinthePhilippines) Various ILO, OECD, EU country accounts. This database will also include the handles of those who contributed to the report.
- A list of websites to reference in posts

- Four short (100 -150 word) articles for LinkedIn and Facebook accounts
- 10 Tweets (180 characters)
- A collection (up to 10) of creative commons or license-free images to support social media posts. Sources might include the ILO.
- A collection of the relevant logos of the supporting organisations

Note: content must be consistent with the styles and values of the RSCA Programme.

Content will be reviewed by the RSCA media consultant or RSCA head before publishing

Duration

Fourteen working days within the period from November 29, 2021 to February 18, 2022.

Contract Value

A total of 14 working days depending of the daily fee proposed by the consultant. To be paid on the satisfactory delivery of the content listed above.

Administration

The consultant will report to the head of the Responsible Supply Chains in Asia programme, and to the Senior Specialist on Gender, Equality and non-discrimination.

Criteria

- The consultant will have experience with and access to design and photo manipulation software as well as experience in the design of web-pages.
- Have proven capacity to produce compelling social media posts for the specified platforms, preferable for international organisations.
- Have an understanding of the values and communication styles of leading international organisations

Interested individuals or companies are invited to send CV or profile of companies, previous work samples and proposed daily fee, with break down cost, to RSCA@ilo.org