

TERMS OF REFERENCE

Consultancy for developing a Communications Strategy

Department: Department of Multilateral Partnerships and Development Cooperation (PARTNERSHIPS)

Contract dates: 01 October (TBC) – 15 December 2023

If interested, please contact PARTNERSHIPS@ilo.org with your CV and 1-2 samples of recent similar work by 27th September 2023

1. Background

The Department of Multilateral Partnerships and Development Cooperation (PARTNERSHIPS) leads, coordinates and promotes the ILO's involvement in the UN system and cooperation with other multilateral organizations. In doing so, it cooperates with the ILO Offices in Brussels, New York, Washington and in other locations hosting international organizations. PARTNERSHIPS also establishes and develops strategic partnerships in close interaction with other clusters and the regions. It is responsible for developing the ILO's strategy for development cooperation and it leads consultations and negotiations with development cooperation partners. It is responsible for mobilization of voluntary contributions for the ILO's programme as well as for coordinating development and financial reporting to funding partners. Finally, it facilitates, in close collaboration with other clusters, the streamlining of work processes and procedures for enhanced partnerships and development cooperation. External and internal communication is a key function, cutting across all work areas of the PARTNERSHIPS department.

2. Objective

The new set up of the PARTNERSHIPS department, merging multilateral partnerships and development cooperation, calls for an updated strategy for the internal and external communication of the department. Based on a review of the current PARTNERSHIPS communication strategy, products and practices, as well as broader ILO and UN communication efforts around partnerships, the strategy will be developed in a consultative manner and include: internal and external communication objectives and target audiences, key communication messages, communication products, roles, channels and capacity development needs in PARTNERSHIPS.

3. Description of deliverables and services

Under the supervision of the Head of the DCSU, and in close cooperation with other PARTNERSHIPS staff, the consultant will deliver the following outputs:

- I. Department communication assessment report, including capacity building needs on communication in PARTNERSHIPS
- II. Draft communication strategy
- III. Final communication strategy

4. Methodology and services

Methodology:

- Desk review of PARTNERSHIPS intranet and internet and communication products and practices within broader ILO communication setting
- Needs assessment of capacity building in PARTNERSHIPS around communication and proposals on how to address these as part of the strategy
- Quick review of key features of selected UN agencies communication strategies and products around partnerships (e.g., FAO, UNHCR, UNICEF)
- Interviews with PARTNERSHIPS staff, DCOMM staff, project staff, selected ILO liaison offices (Brussels, Washington, New York), selected field offices and HQ departments, analysis of social media accounts of key staff. Interviews with selected development partners in order to define how PARTNERSHIPS and partners can collaborate on content creation and promotion
- Define communication objectives and audience relations (needs from partner audience and what the communication strategy should deliver to them)
- Development and review of draft strategy through a participatory and collaborative approach (for example, webinars, focus group discussions etc.) with colleagues in PARTNERSHIPS and beyond (e.g., HQ, liaison offices, regions)

Services:

- Write a report on findings from the assessment and present in a webinar for ILO staff
- Write a short, practical, and forward-looking communication strategy paper for internal and external communication including communication objectives and target audiences, key communication messages per target audience, communication channels and related products, roles in PARTNERSHIPS, indicative communications plan for 2024-25
- Facilitate a collaborative approach and present the draft communication strategy through a webinar for ILO staff

5. Indicative list of resources

External:

- [ILO voices](#) ; [ILO DC dashboard](#) ; [ILO infostories](#) ; ILO appeals ([example 1](#), [example 2](#)); press releases ([example 1](#) , [example 2](#)); [CTA videos](#)
- [Partnering with the ILO website](#)
- [SSTC meeting point](#)

Internal:

- ILO intranet, particularly [PARTNERSHIPS intranet](#)
- [ILO Global Communication Strategy 2023](#)
- [Guide to the Development of Communication Strategies](#)
- [Internal promotion and information \(ilo.org\)](#)
- [Development Cooperation Community of Practice CoP](#)
- PARDEV communication strategy October 2019

6. Desired profile

- Minimum 5-7 years of experience in strategic communication in support to external relations and partnerships in an international context
- Ability to establish and leverage relationships between internal and external communications from an organizational perspective
- Experience working with UN agencies or international organisations
- Knowledge of partnerships, development cooperation, resource mobilisation would be an asset

7. Timeline and payment schedule

Payments will be made following satisfactory delivery of the agreed outputs, and based on the following schedule:

Deliverable	Timeline TBC
I. Assessment report, including capacity building needs on communication in PARTNERSHIPS	20 October 2023
II. Draft communication strategy	20 November 2023
III. Final communication strategy	15 December 2023