



TERMS OF REFERENCE (TOR)

TO OFFER COMMUNICATION SERVICES FOR PROJECT ON “ADDRESSING ROOT CAUSES OF MIGRATION”

Background;

Within the bigger umbrella of Stemming Irregular Migration in Northern & Central Ethiopia (SINCE) program, ILO has been implementing a project on ‘Addressing the root causes of migration in Ethiopia’ managed by the Embassy of Italy in Addis Ababa and funded by the European Union Trust Fund for Africa. SINCE was developed with the overall objective to contribute to reducing irregular migration from Northern and Central Ethiopia by improving the living conditions of the most vulnerable population, including potential migrants and returnees, with specific focus on youth and women.

Due to lack of comprehensive data and research on migration and to increase the knowledge base on migration dynamics, particularly the root causes of migration, and its nexus with lack of decent livelihood and employment opportunities and to formulate clear strategies in the implementation of SINCE intervention, ILO conducted a compressive Socio-Economic assessment (SEA) in 12 woredas from four Migration Regions (Amhara, Tigray, Oromia and SNNP) and three sub cities in Addis Ababa city administration. As per the findings, Amhara Region SEA reveals that urban unemployment rate is 18.32% (10.52% for men and 26.12% for women) and female unemployment rate is higher than males in the region¹. The SEA also shows that the regional/woreda economy has limited capacity to absorb the ever increasing labour force. Although there are active labour market institutions including mega investments (rural railways, constructions etc.) that offer high employment opportunities, youth unemployment continues to be a challenge. Moreover, the assessment has shown that there is limited access to employment

¹ CSA, Labour Force Survey, 2013.

services and limited cooperation and collaboration between public employment services and private sector and labour market information (LMI) producers.

As a response to this limited access to employment services for recent University and Technical Vocational Education and Training (TVET) graduates, ILO has initiated a pilot Youth Employment Services (YES) Center in Ginbot 20, Bahir Dar City Administration. The YES Center will officially be launched in the presence of various stakeholders at the end of May / June 2018. Therefore, ILO is looking to hire a professional communications consultant to prepare for and manage the launch ceremony and also develop related communication materials for the project.

Objective

The main objective of the assignment is to prepare for and manage the YES Centre launching ceremony and also develop related communication materials for the project.

Specifically, the consultant will work on:

- Designing a communication and visibility plan for the YES Center by 20th May 2018.
- Develop a project brochure and one pager flyer for YES Center by 25th May 2018.
- Preparing and ensuring media engagement for the YES Center launch at the end of May/June 2018 and the requisite follow up after that.
- To prepare press releases, invite press to the launch ceremony report, capture pictures and release updates on social media.

Expected Results

- The consultant is expected to produce a brief report on YES Center launching ceremony, ensure media engagement, prepare and release press releases in National and regional dailies in English and Amharic, capture photos of the launching ceremony and upload social media updates.
- The consultant is also expected to produce a project brochure (in English) and YES Center flyer (in English and Amharic).

The Assignment

- The consultant will undertake this work, under the overall supervision of the project Chief Technical Advisor and in regular coordination of the National Project Coordinator.
- The work will be submitted in English and Amharic respectively.
- All deliverables should be submitted electronically to addis_procurement@ilo.org or in hard copy to the ILO-CO Addis Ababa Registry.

Deliverables

The consultant will deliver the following:

- Design a communication and visibility plan for the YES Center by 20th May 2018.
- Prepare a media engagement plan for the YES Center's official launch.
- Develop a project brochure and one pager flyer for YES Center before the launch ceremony.
- To prepare press releases, invite press to the launch ceremony, capture pictures, release updates on social media in both English and Amharic and/or any other tasks related to communication and visibility.
- Produce an overall launch report in English.

Methodology

- Participate during YES Center launch ceremony in Bahir Dar and collect the relevant information to accomplish the deliverables.
- Contact media representatives of leading National, regional and vernacular dailies beforehand who will be interested to disseminate the youth employment services launch ceremony.
- Review the project document, project reports, and consult with ILO staff and partners to produce project and YES Center brochures.
- Coordinate with the ILO Communications Manager in aligning updates on ILO Websites, social media.

Duration

- The duration of the consultancy will be for 20 working days over a period of 1.5 months.

- Within two weeks of signing the contract, the consultant will present a communication and visibility action plan.
- Final report of the deliverables will be shared on the 4th week of the consultancy.

Expertise Required

The successful candidate will be expected to have:

- At least 10 years background in the field of communications, mass media, journalism and /or public awareness campaigns. Work in the development field especially on women and youth campaigns would be an advantage.
- Previous experience of working with media—print, social and television in Ethiopia.
- Good command over written and verbal English and Amharic language.
- Previous work experience in EU funded projects and knowledge of EU visibility guidelines will be an advantage.
- Acquaintance with the work of the ILO.

Application

- Interested applicants should submit their technical and financial proposal as well as any supporting documents to addis_procurement@ilo.org or in hard copy to the ILO-CO Addis Ababa Registry.

The shortlisted candidate will be requested to submit their portfolio of previous communication related work.

Deadline for submitting applications: 5th May 2018.