

Terms of reference: Advancing Advocacy and Visibility of CO-Harare programmes and projects (in times of COVID19)

Background

The ILO Country Office of Harare (CO-Harare) intends to expand its communications endeavors, tools and practices in order to create engagement around its mandate, programmes and interventions. In establishing our priorities, we have taken into consideration lessons learned, along with opportunities and threats in the political, economic, technological and social environment for the decent work agenda. CO-Harare has, over the years, carried out key interventions that have been documented as successes.

Today, there is growing competition for space and visibility while resources are shrinking together with a real risk of information fatigue. Mobilizing attention and creating focus on ILO's technical work will require constant innovation in storytelling, actively leveraging new networks, investing in creative partnerships with local personalities, is a shift in our *modus operandi* that has now become urgent.

We realise that publishing on the web and social media platforms, engaging and interacting with audiences are now at the forefront of most advocacy and communication campaigns. However, while social media is increasing in importance, it does not fit for all purposes and is not the panacea to all communication gaps that exist.

The Office has produced several studies, evaluation reports, surveys and all this information needs to be re-packaged in an attractive and accessible manner, so that it reaches different audiences and can enhance the visibility of the Office. This is also a timely exercise, as the current Decent Work Country Programme (DWCP) ends and the development of the next one begins.

In the face of Covid-19 – the global pandemic that has devastated economies and strained health systems, the world of work has not been spared resulting in workplace closures, loss of working hours and income, increased unemployment

and inactivity. In addition, with over 100 million infections and well over 2 million people dead globally, it is of importance to sustain safety and health messages around the pandemic and the world of work, as well as messages of recovery and how policy makers could respond.

CO-Harare therefore intends to engage a consultant or a team of consultants, who will simplify and package messages in a way easy to understand by policy makers, other targeted audiences and the general public, and also create valuable visibility on key areas of interventions and recorded successes.

The targeted audiences include the tripartite constituents, women and youth; SMEs and corporates, the media, people with disabilities, researchers; development partners, foundations and think tanks as well as associations representing the diverse world of work.

Zimbabwe has 16 indigenous languages. Further, with a large rural (75%) and urban population and part of the consultant's work is to develop and implement strategies to reach out to these different communities by localizing the narratives through some of the existing platforms such as radio, television, website, social media, e-newsletter and tele-communications.

Objectives

The objectives of this assignment are to:

- Use past and present Decent Work Country Programme as frameworks to develop an appropriate advocacy and visibility strategy on CO-Harare successful interventions
- Liaise closely with various project managers, and based on the reports and information already generated on the Decent Work Agenda, paying attention to current programmes on gender equality, HIV and AIDS, green enterprise, women and youth empowerment, the informal economy, child labour, social protection and social dialogue, create innovative content that captures the Office's areas of work;
- Hit the ground running with a variety of key messages, briefs and storytelling products (such as infographics, data visualization, first person short videos) for digital platforms from current reports/surveys that will facilitate a wider reach to audiences that include: rural and urban women and youth; SMEs and corporates, the media, people with disabilities, development partners, researchers; workers; business as well as associations representing the diverse world of work;
- Contribute effectively to the production of social media; stories – including data-based storytelling through charts, maps, and diagrams; press releases; articles; short messages and quality photographs to the selected

platforms as guided by the ILO Communication Strategies at regional and global level, and ILO Branding guidelines;

- Support the overall Office digital communication work to promote the ILO voice on various platforms;
- Provide monthly reports to update on progress; and a final report outlining activities undertaken, results achieved (planned and unplanned), challenges encountered, lessons learned and recommendations for future communication and advocacy campaigns for the Office.

Monitoring and evaluation of the communication and advocacy campaign

Monitoring of the performance of this communications and advocacy strategy will involve tracking and assessing the specific outputs of the communication and advocacy activities to be carried out. The indicators (Key Performance Indicators) will include:

- Number of info/data/reports/stories shared on digital platforms and print media
- A record of new followers on existing and new social media platforms;
- Number of listeners who tune in to live talk shows on radio;
- Monitoring the media and keeping track of press coverage of world of work topics in the media; and
- Number of donor thematic content packages developed.

Qualification

Graduate in communication, journalism, international relations, development studies or other social sciences with a strong interest in communication and reporting for an individual applicant or requisite qualifications and competencies if applying as a team.

Skills

- Good communication and digital skills that include graphic designing and data visualization, as well as writing, listening and presentation skills;
- Ability to review documents, interpret development information and synthesize information from various reports and presentations;
- Ability to present information in an accessible and eye catching manner targeting different audiences;
- Ability to write, edit and proofread compelling content across multiple channels and formats

- Knowledge of and ability to use social media platforms –Twitter and YouTube and other forms of digital technology to promote social issues; and
- Blogging experience would be an added advantage.
- Capability and proven experience in developing and executing public awareness announcements
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under pressure to meet tight deadlines
- Familiarity with public relations and branding compliance

Management

The consultancy will be under the supervision of the Communications and Information Officer.

Duration of assignment

Activities should start on *1 March 2021* and conclude no later than *31August 2021*.

Confidentiality Statement and Intellectual Property of Data

All data and information received from the ILO and the stakeholders for the purpose of this assignment are to be treated confidentially and are only to be used in connection with the execution of these Terms of Reference. All intellectual property rights arising from the execution of these Terms of Reference are assigned to ILO according to the agreement. The contents of written materials obtained and used in this contract may not be disclosed to any third parties without the express advance written authorization of the ILO.

Unsatisfactory or Incomplete Work

For the assignment, the ILO's Standard Rules and Procedure for Ex-Col/ Service Contracts shall be applicable. In the event that the service or goods delivered is unsatisfactory or fails to conform to the conditions set out above, the ILO reserves the right, as appropriate to interrupt it, to request that it be corrected or modified, or to refuse to accept the service.

Payment Modality

The ILO standard of payment is the output-based lump-sum scheme and payment will be made upon completion of the tasks as agreed at the time of signing of contract. The amount paid shall be inclusive of all associated costs necessary for the delivery of the assignment. The financial proposal must have adequate breakdown of all expenses.

