

Terms of Reference

Recruitment: Junior Communications Consultant to manage the ILO Accel Africa project social media platforms

1- Background:

United Nations member States have renewed their commitment with the adoption of UN Resolution 72/327 that declares 2021 as the International Year for the Elimination of Child Labour. In 2021, the global community fighting child labour and forced labour will address the challenges posed by COVID-19 and accelerate progress towards the SDG targets in 2025 and 2030.

In February 2020, African Heads of States adopted the Ten Year Action Plan to Eradicate Child Labour, Forced Labour, Human Trafficking and Modern Slavery (2020-2030). This Action Plan provides an immediate framework for mobilizing African Union institutions, Member States, Regional economic Commissions (RECs) and other partners on the continent to scale up efforts and accelerate progress towards the achievement of the AU Agenda 2063 and target 8.7 of the Sustainable development goals.

Africa's population is rising the faster. The pressure to provide decent work opportunities for new labour market entrants will be particularly acute in Africa. The ILO in the region has given priority to promoting employment in the rural and informal economies, and underscored the need for action to tackle youth unemployment. Building the capacity of its constituents to contribute more effectively to the achievement of equitable and inclusive growth is a major urgency.

The communications consultant will work under the project "Accelerating Action for the Elimination of Child Labour in Supply Chains in Africa". ACCEL Africa project addresses child labour in selected supply chains in Côte d'Ivoire, Egypt, Malawi, Mali, Nigeria and Uganda with focus on some of the most widely traded agricultural commodities including cocoa, coffee, cotton, tea and on gold.

The project is implemented in line with The African Union Action Plan on child labour, the International Labour Organization (ILO) fundamental principles and rights at work, and in relation to the ILO convention No 138 and 182, the elimination of child labour is critical for ensuring that economic growth leads to increased equity, social justice and less poverty.

The project aims to strengthen partnership and knowledge sharing among global supply chains actors working in Africa by engaging specific target groups to raise awareness of and spur action towards eradicating child labour. To achieve this goal, the project has identified four inter-related components (i.e. three outcomes and one cross-cutting knowledge component). The project work on a) public policy and good governance; b) empowerment and representation, and c) partnership and knowledge sharing among global supply chain actors working in Africa. In addition, the project is supported by continuous research and identification of good practices from the project implementation and from other sources. Gender is considered as cross-cutting theme; all outcomes addresses gender-strategic needs.

The project's major instruments include the African Union Ten Year Action Plan on child labour, The ILO fundamental principles and rights at work, and ILO conventions No 138 and 182 on the elimination of child labour and its worst forms, and the United Nations Sustainable Development Goal (SDG) 8.7.

Objective 3.4 of the ACCEL Africa project is to strengthen communication and awareness on child labour in the African region. This includes the use of various media to communicate, including social networks, as modern tools to produce feature articles, blogs, data, computer graphics, visuals, animations, podcasts and multimedia productions from all the countries targeted by the regional action.

2- Consultation objective:

The ILO's Regional Office for Africa is seeking the services of a consultant in the field of online community management to develop the online communication strategy and ensure social media and website management for its ACCEL Africa project. The consultant will work closely with the Accel Africa team, with a direct support to the project's Communications.

3- Initial duration of contract: 3 months (starting from 20 March 2021)

4- Key deliverables:

This includes, but is not limited to

Online content created and disseminated through social media: developed content will include 10 infographics, 15 images, and 3 short videos for websites, social media, and advocacy materials,

Improved performance on social media platforms: Twitter, Facebook, and filled/updated project Flickr account: Increased followers' number, engagement, interactions from/with audiences and project social media platforms' traffic.

Impact stories are developed and disseminated (1 blogs by project staff or stakeholders, 2 articles on the project implementation in countries or regional collaboration with the AU or Alliance 8.7, on the World Day against Child Labour commemorated on 12 June)

Technical support provided to the production of the project's newsletter, brochures, etc.

Technical support provided to the organization of meetings, seminars, and events to promote wider cooperation with donors, foundations, the private sector, and government partners,

5- Required Profile:

a- Education

A post-graduate degree (master or equivalent) in communication, journalism, international relations, public information, or a related field is required.

b- Experience:

A First level university degree combined with an additional two years of qualifying experience may be accepted in place of the postgraduate degree.

At least two years of professional experience in a relevant field (communications) is required,

Experience in developing and implementing online communication strategy including social media and website, and multimedia campaigns aimed at a diverse audience is required for a UN agency or the ILO,

Experience in Infographics: graphic designs and photo editing is required,

Experience interacting with and managing media relations is required,

Working knowledge of English and French,

The use of computers and office software (MSWord, Excel, etc.) as well as knowledge of databases and experience in handling web-based management systems,

Experience in communications within the ILO and/or the United Nations system is desirable.

c- Languages:

Fluency (both oral and written) in French and English, and excellent drafting skills (both in French and English) are also required.

d- Payment schedule

The external collaborator will be paid after submission of a report, approved by the ILO. The payment is launched once time, after invoice issuance by the consultant. On this point, candidate are requested to specify the unit cost about honorarium per working day.

6- How to Apply:

Interested individual candidate must submit the following documents/information to demonstrate their qualifications.

- A personal CV outlining all experience on similar projects, as well as the candidate's contact information (email and phone number), and at least three (3) professional references; a daily fee proposal.

The application deadline is March 15, 2021 at 00H00 AM GMT and should be sent to nsimire@ilo.org, with a copy to meledje@ilo.org

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