Terms of Reference – Regional Communications Consultant, Africa

The Girls Not Brides secretariat is looking to bring on-board a short term communications consultant to implement communications deliverables within our country-level engagement work. This is a home-based consultancy with preferred candidate based in an African country.

Background
Girls Not Brides is a global partnership of more than 1,400 civil society organisations from over 100 countries committed to ending child marriage and enabling girls to fulfil their potential. Members are based throughout Africa, Asia, the Middle East, Europe and the Americas. We share the conviction that every girl has the right to lead the life that she chooses and that, by ending child marriage, we can achieve a safer, healthier and more prosperous future for all. Girls Not Brides members bring child marriage to global attention, build an understanding of what it will take to end child marriage and call for the laws, policies and programmes that will make a difference in the lives of millions of girls.

Scope of Work and Deliverables
The consultant will support the Africa Team to implement specific deliverables within our country engagement plans for 2020, and contribute to enhancing Girls Not Brides engagement across the region. The work is primarily to meet objectives set out in existing country engagement plans for 2020/21, but can expect to include some broader deliverables to support the secretariat objectives, including creating content for the Africa Team that can be used to showcase our work and that of our members, through our broad channels. The country work will have a strong focus on Uganda and Niger, with other countries including Burkina Faso, Kenya, Nigeria, Malawi, Mozambique and Zambia.

Key deliverables
1. A review of Girls Not Brides’ country engagement plans so as to provide recommendations for communications entry points in the different countries. This could include, but is not limited to:
   a. Responsibility for delivering communications components of selected country engagement plans
   b. Conversations with Africa team country focal points and Girls Not Brides members for better knowledge of the context
   c. Mapping of communications networks that Girls Not Brides can partner with to end child marriage in selected countries and regionally
   d. Capacity enhancement of members and staff on engaging with regional/national media etc. coordinating with the global Media Officer
   e. Recommendations of key indicators and benchmarks that support measuring our impact
   f. Coordinate with existing social media lead to contribute to Africa regional engagement, particularly identifying networks and influencers to engage with at a regional level
g. Coordinate with Communications Team to identify and develop stories, case studies and content from country and regional activities that can form part of our global communications efforts.

2. A communications calendar for external communications opportunities and outreach to members and other key stakeholders

3. A clear strategy and work plan to deliver the country specific needs in line with country engagement plans for priority countries, and identify opportunities to feed in broader communications content planning to the secretariat team.

4. Support the Secretariat with the implementation of the regional communications work plan both at regional and country levels, with oversight from the Head of Communications.

5. Coordinate regional/country-level media relations, and stakeholder engagement with oversight from the Girls Not Brides Head of Communications so as to achieve alignment with the global and other regional initiatives and contribute to our overarching Secretariat communications strategy.

Person specification
We are looking for a communications professional with the following skills:

- Master’s degree in a relevant discipline and up to 8 years relevant professional experience
- Proven ability to develop and deliver communications strategies
- Outstanding written communication skills, creative thinker and the ability to write for different audiences.
- Extensive contacts of communications networks at regional and national levels (the latter will be specific to priority countries)
- Experience instructing and/or training non-specialists in developing relevant communications technical skills and materials to support this.
- Experience composing compelling video scripts and/or similar promotional materials.
- A good understanding of civil society, and non-native speaking audiences we work with around the Africa region.
- Ability to work quickly and effectively under pressure, prioritise and juggle multiple tasks within tight deadlines, and to deliver time-sensitive high-quality work
- English fluency required. Knowledge of French and Portuguese (Desirable)

Timeframe
The Short-Term Consultant will serve from September 2020 – December 2020, working up to 3 days a week. Possibility of the contract to be extended, depending performance, in January 2021.

Reporting lines
The consultant will be line managed by the Head of Africa Engagement at Girls Not Brides. The consultant will closely with other members of the Africa Team and other Secretariat teams. The consultant will also work closely with and support the Communications Team, with oversight from the Head of Communications.
Application Process
Please submit your application to recruitment@GirlsNotBrides.org by 21 August 2020.
Please include the following items:
- Curriculum Vitae (CV)
- Accompanying cover letter that includes
  - Description of relevant previous experience
  - Client references or examples of similar work
  - Expected consultancy rate

Only short-listed candidates will be contacted.

Safeguarding
At Girls Not Brides, we are committed to the wellbeing, empowerment and rights of children, and to safeguarding children from harm in all of our activities. Girls Not Brides aims to promote an environment of trust and understanding where the welfare of children is paramount. You will adhere to the Girls Not Brides Child Safeguarding Policy and its Code of Conduct and report any concerns relating to the safeguarding of children in accordance with agreed procedures.