Terms of Reference
Communication Consultant, India

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 belief 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 laws, policies and programmes that will make a difference in the lives of millions of girls.

To date, much of the work on ending child marriage in India has focused on legal reforms, shifting laws and policies, capacity building and youth engagement through different activities and platforms. During this journey of capacity building and youth empowerment, there were many spaces and opportunities where young people and adolescent girls came forward, negotiated with their parents and community, overcame their challenges, advocated for their rights. We want to put these real struggles, challenges, powerful collective voices and actions of leadership by our youth and adolescent girls from the field in the form of stories, to motivate, inspire and be a source of change for other youth and adolescent girls in India and across the world. At the same time we also want to showcase the power of collective action and processes therein which have helped us create a strong movement at sub-national and national level.

Purpose of the consultancy
The ultimate aim of this assignment is to collect success stories from communities where our members work. This process will capture how these girls overcame their personal challenges to become leaders and change-makers in their communities. We want to highlight the power of collective work and personal journeys of leadership, and narrate the struggles and achievement of our youth and adolescent girls into creative stories in the Hindi and English language. These stories will be used in different formats across our communications channels, at a global, national and regional level.

Objective
- To use this period with travel restrictions to safely interview youth workers understand their different perspectives and create stories about their collective work and personal journeys to leadership.
- To bring out the real stories from the field of our youth and adolescent girls along with their roles, involvement, and the processes they followed to create change in their communities.
- To provide a platform to young people to identify their contribution to society and highlight their journeys, and support their capacity building.
**Work Scope**
Total Stories/Pieces: Five Stories
Language: Hindi and English
Format: As per *Girls Not Brides* brand and style guidelines

**A) Stories on ‘The Power of the Collective’ and Young Action – 5 stories**

- **Story 1:** *Girls Not Brides Rajasthan* IGNITE fund- Story featuring girl/youth researchers, their experience of using digital tools and what they learnt from the process. Also, interview with the core team of GNB Rajasthan that anchored this process. What is the impact of COVID on their lives and what are their demands from the government?
- **Story 2:** Young Voice National Working Group- the process of coming together, the outcomes- 1 story
- **Story 3:** Role Models- 2 Youth workers from Jharkhand and their stories of struggle to resist violence, early marriage and reimagine their aspirations- (this is not our impact but they shared their stories on a public dais for the first time through us)
- **Story 4:** Research and Advocacy: Profiling 2 girl leaders from Uttar Pradesh who mapped access of their community to social security schemes, what were their challenges and what have they learnt. What do they want to do going ahead?
- **Story 5:** Profiling 3 youth workers from Rajasthan who participated in the Story Telling Workshops and won the award for creating the best tools (mix of men and women and minority). Also, interview with the Facilitator.

**B) Any other communications activities** decided mutually with Head of Asia Engagement and/or Head of Communications.

The consultant will be responsible for:
- Extensive dialogue and development of the framework and the content for the stories as per the above scope of work.
- Documentation of stories, including interviews, image collection, and safeguarding/consent processes
- Coordination with the Publications Officer and Communications Officer at *Girls Not Brides* for editing and, if needed, designing the stories which could be used for our website and also explore media publications to pick them up
- Following the *Girls Not Brides* communication branding and style guidelines, and safeguarding guidelines for best practice story-gathering.
- Making sure the stories are a clear mix of case stories and processes.
- Reporting to the Head of Asia Engagement.
- Maintaining confidentiality.
Deliverables
- Highlight the journey of young leaders, processes and their collective work and of the people they work with on the ground in the form of stories.
- Create up to 5 stories in Hindi and English based on the above scope of as case stories in a written format.
- Designing and submission of the draft and final version of the stories.
- Any other communications activities decided mutually with the Head of Asia Engagement and with oversight from the Head of Communications.

Time Frame
The consultant will be working for 10 to 12 days in a month over three months from October 2020 till December 2020.

Remuneration – INR 10,000 + TDS and other expenses per day applicable

What support the secretariat will provide
- Work in close coordination with Asia team
- Coordination with Communications Team in London on style and content.
- The consultant will have key point persons in India (Shipra Jha and Divya Mukand) who will co-ordinate with meetings and regular updates to provide support and guidance to this assignment

Application
Please submit your application to recruitment@GirlsNotBrides.org by 5th October 2020

Please include the following items along with your application:
- A letter of interest highlighting your experience carrying out similar assignments
- Proposal with your suggested methodology to carry out the assignment
- CV
- Proposed Budget (including daily fee rate and any travel or miscellaneous costs associated with this assignment)
- Timelines and milestones

Profile of the consultant
- Experienced development professional with excellent communication skills in Hindi and English.
- Based in India with strong knowledge of, and understanding of civil society organisations (including CBOs) operating in India and the region.
- Previous experience working on child marriage in India and internationally and creating stories from the field.
- Able to transfer young voices, girls’ leadership journey and their challenges into a creative and motivating story
- Understanding of the government services specifically for young people and girls in India.
- Professional experience in safeguarding/child protection, including assessing a wide variety of safeguarding/protection risks in communications activities, managing safeguarding/protection issues and responding to reports or disclosures of sexual abuse and exploitation
• Knowledge of ethical content gathering, production, storage and use, including the ability to create and implement a consent process
• Flexible and adaptive team working skills
• Ability to work remotely with limited supervision.

Safeguarding

At Girls Not Brides, we are committed to the wellbeing, empowerment and rights of children, and to safeguarding children from harm in all 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.