



## Call for proposals Outreach Consultant

<b>Requirement:</b>	Outreach consultant
<b>Duty Station:</b>	Home-based
<b>Budget:</b>	Based on financial proposal
<b>Duration:</b>	5 months
<b>Funding:</b>	Promoting Productive Employment and Decent Work for Women in Egypt, Jordan and Palestine – Funds from Sweden.
<b>Application details</b>	Interested applicants should send a financial proposal, CV and previous work samples to <a href="mailto:aslan@ilo.org">aslan@ilo.org</a> and <a href="mailto:isleem@ilo.org">isleem@ilo.org</a> no later than 06 April 2021.

### Background

The ILO is the United Nations specialized agency mandated to promote rights at work, encourage decent employment opportunities, enhance social protection, and strengthen dialogue on work-related issues since 1919. The ILO aims at promoting “Decent Work for All” in line with international labour standards that put social justice including gender equality at the heart of its mandate. Its exceptional tripartite structure, bringing government, employers, and workers together, provides it a unique capacity to promote industrial relations, including empowering women in the workplace through negotiating for legal protection, non-discrimination, fair remuneration, maternity benefits, childcare, and overall better working conditions, including protection against violence and harassment at work.

In Jordan, Egypt and Occupied Palestinian Territory (OPT), the gender program has received funds from the Sida for the Joint Project implemented by ILO in partnership with UNWOMEN entitled “Promoting Productive Employment and Decent Work for Women”. It would like to seek the support of an outreach consultant to provide support in promoting the concepts of decent work with a focus on gender related International Labour Standards. This will include the following conventions:

- Protection from violence and harassment as per the Violence and Harassment Convention, 2019 (No. 190);
- Equal Remuneration Convention, 1951 (No. 100);
- Maternity Protection Convention, 2000 (No. 183); and
- Workers with Family Responsibilities Convention, 1981 (No. 156); among others.

### Objectives and deliverables

In terms of preparatory work, the consultant will be required to:

- Understand the current [ILO style guide](#);
- Provide suggestions for best use of infographics, videos and podcasts on social media platforms;
- Collaborations with ILO national partners.

The consultant will be responsible for the following:

1. Organize a digital media campaign around [C190](#) annual anniversary (June 2022) for Jordan, Egypt and Palestine;
2. Organize a digital media campaign around pay equity (September 2022) for Jordan, Egypt and Occupied Palestinian Territory (OPT);
3. Suggest at least two posts per week for Work4Women and/or ILO’s social media platforms based on work being implemented by Jordan, Egypt and Occupied Palestinian Territory

(OPT);

4. Develop 6 short real human stories in the form of videos, podcasts and text with facts and numbers focusing on the circumstances of violence and harassment in the world of work for the ILO 'Voices' platform or/and ILO official social media accounts;
5. Provide professional photographs of at least 25 photos for the following themes: pay equity, maternity and paternity protection, safe work environment free from violence and harassment, etc;
6. Develop 2 social experiments with school children and university students to help instil gender equality principles at an early age;
7. Support two events to be held by ILO in the form of a total number of five days. This includes designing invitations and drafting concept notes; collecting quotes from participants to be posted on digital media, sending invitations and collecting confirmations, printing materials, etc.

#### Deliverables:

End of June of 2022	<ul style="list-style-type: none"><li>• Report with material developed for C 190 campaign with outreach- including at least one video;</li><li>• Screenshots of posts on digital media of at least 16 posts published on three ILO's digital media platforms;</li><li>• 2 Human Stories developed and published in both Arabic and English on ILO's website;</li><li>• MoM of one event including all supporting designed documents (i.e. CN, invitations, etc)</li></ul>
End of August 2022	<ul style="list-style-type: none"><li>• 25 professional photos that cover the themes of gender equality, pay equity, maternity and paternity protection, safe work environment free from violence and harassment, among others.</li><li>• Screenshots of posts on digital media of at least 16 posts published on three ILO's digital media platforms;</li><li>• 2 Human Stories developed and published in both Arabic and English on ILO's website;</li><li>• One social experiment conducted with video produced to upload on ILO's digital media platforms (school students).</li></ul>
End of September 2022	<ul style="list-style-type: none"><li>• Report with material developed for pay equity campaign with outreach- including at least one video;</li><li>• Screenshots of posts on digital media of at least 16 posts published on three ILO's digital media platforms;</li><li>• 2 Human Stories developed and published in both Arabic and English on ILO's website;</li><li>• One social experiment conducted with video produced to upload on ILO's digital media platforms (university students);</li><li>• MoM of one event including all supporting designed documents (i.e. CN, invitations, etc)</li></ul>

### Contract length and payment

The contract period will be from 1 May 2022 to 30 September 2022.

Payment/s will be made based on submitting upon satisfactory completion of the deliverables and receipt of a signed invoice with purchase order number to the satisfaction of the ILO, sent to:

Ms. Reem Aslan, [aslan@ilo.org](mailto:aslan@ilo.org) and Ms. Majd Isleem [isleem@ilo.org](mailto:isleem@ilo.org).

### Qualifications

The consultant should have:

#### Education

- Bachelor's degree in Communication, Public Relations/Affairs, Marketing, Journalism, design, or any other related field but this may be substituted by demonstrated experience.

#### Experience and Skills

- A minimum of three years of professional experience in development communications, public relations, journalism, marketing, or a related field in the Arab States.
- Fluency in both English and Arabic is essential.
- Capability and proven experience in developing and executing communications and advocacy strategies, and crafting messages in various formats (press releases, websites, blogs, social media, etc.) targeting a variety of audiences.
- Some familiarity with Communication for Development and results-focussed communication.
- Knowledge of the issues faced by employees in the Arab States on the circumstances of violence and harassment in the world of work is an advantage.
- Previous experience with ILO and/or with UN Agency will be considered as an advantage.

### Application process

Applicants are invited to submit a technical and financial proposal (which is to indicate a lump-sum figure allocated to the respective deliverable/s including a detail cost for each deliverable), together with an updated CV and provide a portfolio highlighting no more than three examples of the type of service(s) offered and/or previous work.

Deadline for application is 10 April 2022. All documents to be sent by email to [isleem@ilo.org](mailto:isleem@ilo.org) and copy to [aslan@ilo.org](mailto:aslan@ilo.org) with the subject title 'JP Outreach Consultant'.

Proposals will be assessed against the following criteria:

- Demonstrated experience and expertise including creativity and impact in previous communication work;
- Technical proposal submitted including level of creativity;
- Cost and quality of services.