



INTERNATIONAL LABOUR ORGANIZATION

Terms of Reference

OPT Communication Consultancy

1 February 2023 to 31 December 2023

INTRODUCTION AND BACKGROUND

The International Labour Organization (ILO) is devoted to promoting social justice and internationally recognized human and labour rights, pursuing its founding mission that social justice is essential to universal and lasting peace. Today, ILO's Decent Work agenda helps advance the economic and working conditions that give all workers, employers and governments a stake in lasting peace, prosperity and progress.

The ILO Representative office in Jerusalem was established in early 1995 to supervise and provide the necessary support to the ILO planned interventions in the Occupied Palestinian Territory (OPT).

At the country level, the Ministry of Labour, Workers' and Employers' representatives and the ILO develop multi-year Decent Work Programmes (DWP), which define how tripartite constituents with support of the ILO and other key partners work together towards the attainment and promotion of full employment and ensuring access for every man and woman to decent and productive work in conditions of freedom, equity, security, and human dignity.

Under the second DWP 2018–22, the ILO portfolio in the OPT has significantly expanded. Since 2018 and to the current date, different development cooperation projects in the areas of labour market governance and social dialogue, employment, gender equality, cooperative development and social protection are being implemented.

Further, the new Decent Work Programme (DWP), currently being finalized for signing in March 2023, will be the third programme cycle covering the period of three years, from 2023 until 2025, with possibility to extend for another year in alignment with the UNSDCF.

Against this backdrop, and in order to see a qualitative and quantitative change in the way the ILO work is recognized, a dedicated communication consultant will be assigned to accompany progress and major milestone achievements under the new DWP. The consultant will provide key sources of information that align with ILO mandate and portfolio of operations in OPT and will manage all communication and visibility aspects related to the programme.

OBJECTIVES OF THE ASSIGNMENT:

The ILO Representative Office in Jerusalem has identified the need for greater communication and visibility of its work, not only to beneficiaries, but also to tripartite partners and development partners/donors, as well as the media and the general public. Accordingly, the ILO in OPT is planning to hire an experienced communication consultant to propose and implement a dedicated media and communication strategy to boost awareness and visibility of ILO interventions, as well as its implementing and development partners in OPT, that fall under the new DWP and the on-going projects. The consultant, will also highlight the relevance of the DWP in responding to the priorities identified in the UNSDCF for OPT.

Roles and Responsibilities

Under the overall guidance of the Regional Communication & Public Info Specialist in Beirut, the direct supervision of the Programme Analyst in Jerusalem and in close collaboration with the ILO technical team in OPT, the consultant will undertake the following duties:

1. Provide advice on and carry out communication and outreach tasks related to ILO activities.
2. Develop and organize dissemination of digital communication material, such as newsletters, press releases, fact sheets, blogs and web articles on ILO activities, using ILO official social/media platforms and UNCT channels, while ensuring timely distribution and amplification via internal and external communication channels.
3. Work with the ILO team in OPT and partners to update and develop content for ILO OPT website.
4. Develop and/or review communication and information products, verifying accuracy of information and ensuring correct layout and design in compliance with applicable standards.
5. Identify high-quality pictures or graphics from official sources to complement content in newsletters, on websites, and for social media.
6. Content creation and documentation through photo and video production for ILO activities in OPT. Process needed edits for content and propose means for publication.
7. Ensure proper maintenance and filing of all communication material for future use.
8. Propose other visibility and promotional interventions, manage and implement all communication and visibility activities for ILO in OPT. This may include solicitation/outsourcing of media and communication professional for tasks that fall beyond the scope of the TOR.
9. Coordinate materials with the Regional communications Officer
10. Make arrangements for virtual meetings of key communications partners on a regular basis, including proposed meeting agenda.
11. Respond to media requests and conduct outreach to media to promote ILO activities in the national and international press.
12. Create native social media posts using graphics, wording and links from partners and members.
13. Adapt submitted graphics and text for social media specifications as needed.
14. Act as communication focal point for ILO in all internal and external meetings and events related to projects activities.
15. Ensure proper visibility and media coverage for the launching of the ILO Decent Work Programme in OPT, the signing/launching of new projects or hosting any major or high-level

meetings and events. Propose main components and theme for project/programme and activity launchings, as well as high-level meetings and events.

DELIVERABLES

The consultant will be required to submit the following deliverables:

- 1- Communication and visibility strategy for ILO in OPT by end of February 2023.
- 2- A total of five bi-monthly progress reports on activities implemented under various projects in OPT starting 30th of April 2023. The reports should include all communication and visibility products developed and published as well as media/web links.

REQUIRED QUALIFICATIONS

Education

Bachelor's degree in communication or a field relevant to the job.

Experience

At least 5 years of professional experience in communication or information management support services

Languages

Excellent command of English and Arabic

Competencies

- Excellent competencies of communication and/or information management techniques
- Excellent knowledge of multimedia techniques and platforms as well as producing and using multimedia products
- Good knowledge and understanding of the substantive nature of ILO programmes and activities
- Good knowledge of protocol.
- Good knowledge of PC software (including word processor, spreadsheet and presentation software) such as Microsoft Office

Interested consultants shall submit the below listed documents in English to Dalal Abu Saleh at abusaleh@ilo.org copying Rasha El-Shruafa at elshurafa@ilo.org with email subject "OPT Communication Consultancy":

- 1- Cover letter and updated CV**
- 2- Technical and financial offers.**

Deadline to submit applications is 22 January 2023, 16:00 Jerusalem time.