

# Terms of Reference

Communication Strategist for the project  
Extending Social Protection to Migrant  
Workers: Exploratory Research and Policy  
Dialogue in the Gulf Cooperation Council  
Countries

**ILO Arab States**

## ► Project background

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The Swiss Agency for Cooperation for Development and the International Labour Organization have agreed to cooperate in the implementation of the Project Extending Social Protection to Migrant Workers: Exploratory Research and Policy Dialogue in the Gulf Cooperation Council Countries' for the period of 1 January 2021 and 30 June 2023. The project is extended until March 2024.

The overall objective of the project is to provide inputs that will contribute to extending social protection access to migrant workers in GCC, aiming for equality of treatment with nationals. It will do so by increasing the state of knowledge of existing coverage and levels of accessibility, facilitating dialogue between stakeholders and providing insights into potential policy reforms (see scope of work). By extending social protection access to migrant workers, the project may also have indirect effects such as fostering better working conditions and hence productivity and promoting mobility of migrant workers including the ability to return home without losing accrued benefits.

The outcome of the project are:

1. A comprehensive regional mapping of the existing social protection mechanisms in the GCC countries provides insights on levels of accessibility and coverage, and a country in-depth analysis of social protection needs and gaps for migrant workers in selected GCC countries
2. Policy dialogue to identify the most relevant social protection coverage gaps, recommendations, opportunities for reform and potential entry points to expand coverage to migrant workers.
3. Identification of specific reform entry points for enhancement of social protection for migrant workers are identified in selected GCC countries and progressive improvement of the social protection policy environment, scheme design or administration is achieved to the benefit of migrant workers in selected areas as relevant.

## ► Assignment objectives

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In order to showcase and highlight the key achievements of the project, the ILO aims to develop a communications strategy. The strategy should include communications activities to be implemented throughout the duration of the project. Such activities include press releases, and social media activities. The project communication activities are to be integrated with the ILO Regional Office for Arab States' communications and public information,

The overall objective of the communications work is to bolster ILO's visibility in supporting social protection for all. More specifically, the communication works aim to showcase the outputs of the project whether publications, events, or success stories.

## ► Scope of work

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The communication strategy should be tailored to include the dissemination of several regional publications in both English and Arabic through a series of events, press releases, TV interviews, clippings in media outlets, and social media.

The series of publications is entitled **Extending social protection to migrant workers in the Gulf Countries** and will include 8 publications (reports, research papers, countries briefs).

Communications content produced under this work is intended to reach several different target groups, including:

1. Donors, international community, and the ILO (national, regional, global)
2. Regional, and international media
3. Governments and social partners of the ILO
4. Academic institutions

Content produced will be published and disseminated through ILO platforms<sup>1</sup> and other platforms.

## ► Methodology

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The assignment will support the planning, drafting and production of various specific communications materials under the Publication Series 'Extending social protection to migrant workers in the Gulf Countries'. A variety of platforms and tools will be used in the production and dissemination of materials.

The expected responsibilities will include:

1. Design a communication strategy which includes the identification of dissemination and engagement channels related to the dissemination of the publication series, and a calendar of launching events and dissemination activities
2. Produce media advisories/event pages tied to activities expected between July 2023 and December 2024
3. Design content development the webpage for the project on the ILO Arab states website and social-protection.org
4. Manage the project content on the ILO Arab States website by regularly updating the website with relevant content such as project pages, press release, and event pages
5. Contribute to ILO Arab States social media content through Twitter, Instagram, and Facebook
6. Produce up to 10 press releases highlighting key events/activities
7. Draft/updated project-related briefs,
8. Support with media, donor, and other comms-related requests
9. Ensure communications output, including promotional material, visibility products, and publications are in line with ILO and PROSPECTS visibility and branding guidelines.

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<sup>1</sup> This includes, but not limited to: ILO Arab States webpage, ILO Country Pages for relevant countries; ILO Arab States Twitter Account; ILO Global Pages (DCOMM/PARDEV/SOCPRO)

## ► Deliverables

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#	Deliverable	Working days
1	Communication strategy	5 days
2	Production of event pages	3 days
3	Content development of the webpage in both Arabic and English	7 days
4	Management of the webpage	10 days
5	Contributions to Twitter, Instagram, and Facebook posts	3 days
6	Production of 10 press releases in Arabic and English	10 days
7	Project-related briefs in Arabic and English	2 days
	<b>Total</b>	<b>40 days</b>

## ► Timeframe/expected duration

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The consultant will work for 40 working days over the period 1 July 2023 - March 2024.

## ► Required expertise

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The consultant should demonstrate the following qualifications:

1. Advanced degree in Media and Communications
2. At least seven years of experience in the field of communications, media and journalism
3. Experience working with international agencies
4. Fluency in English and proficiency in Arabic
5. Excellent writing skills (English).

## ► Proposal submission

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Clarifications questions, if any, related to this TOR, must be submitted via email by **10 June 2023** to:

1. Lea Bou Khater, Technical Social Protection Officer – [boukhater@ilo.org](mailto:boukhater@ilo.org)
2. Khoulood Fawaz, Project assistant - [fawaz@ilo.org](mailto:fawaz@ilo.org).

Technical and financial proposals should be submitted on **17 June 2023** to [boukhater@ilo.org](mailto:boukhater@ilo.org) and [fawaz@ilo.org](mailto:fawaz@ilo.org) and shall be valid for 90 days.