

## Contractor Application – Terms of Reference – Digital Communications Consultant

### SHEDECIDES SUPPORT UNIT

Applications must address all of the requirements of the Terms of Reference, and include all of the information/documents requested in Section 7.

<p>1. <b>Background</b></p>	<p><b>Overview of the engagement</b></p> <p>SheDecides is a global movement taking political action for a world where every woman, girl and young person in all their diversity, can decide what to do with their body, life and future.</p> <p>Since 2017, its members and allies have boldly been standing up for bodily autonomy and sexual and reproductive health and rights for all. The SheDecides movement is a unique network of diverse change- makers from Africa, Asia, the Arab Region, Latin America and the Caribbean, Europe and North America. SheDecides Champions include governments, ministers, parliamentarians, civil society organizations, service providers, youth-leaders, grassroots activists, media, private sector, artists, researchers, and donors.</p> <p>SheDecides galvanizes global support for the right to decide through coordinated political action, connecting national to global-level advocacy, communications and thoughtfully crafted opportunities for Champions, movement members and allies to speak out on bodily autonomy including the right to safe abortion.</p> <p>SheDecides' vision for 2022–2027 is to advance sexual and reproductive health and rights (SRHR), and bodily autonomy by countering the rising tide of opposition, strengthening coordinated political action and amplifying the collective voices of our movement members and allies</p> <p>The SheDecides Support Unit (SDSU) serves as secretariat to the global SheDecides movement. The SDSU is hosted by the IPPF Central Office in London, but is an autonomous entity with its own strategy, budget and governance structure.</p>
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<p><b>2. Purpose</b></p>	<p>A <b>Digital Communications Consultant</b> is required to provide additional communications resource to the SDSU to support and amplify the work of the Movement including in the build-up to UNGA and International Safe Abortion Day.</p>
<p><b>3. Roles and responsibilities</b></p>	<p><u>Contractor’s specific roles and responsibilities:</u></p> <ul style="list-style-type: none"> <li>• Manage and produce content for SheDecides social media channels</li> <li>• Produce content for the SheDecides website including the production of blogs and articles</li> <li>• Gather information, research, write, design and send regular SheDecides newsletters</li> <li>• Support with the execution of SheDecides International Safe Abortion Day Campaign including supporting with delivery, creating relevant content, and liaising with agencies as needed</li> <li>• Support the SheDecides Support Unit with the delivery of SheDecides UNGA event</li> <li>• Follow online tracking tools to measure and monitor channel performance</li> <li>• Assist in the production of collateral and design assets including gifs, videos, social media cards and more</li> <li>• Support the Communications Advisor with communications tasks as needed</li> </ul>
<p><b>4. Timeline</b></p>	<p>Estimated numbers of working days a week: 2 Timeline: August - December 2024</p>
<p><b>5. Milestones and deliverables</b></p>	<ul style="list-style-type: none"> <li>• Support with the execution of SheDecides UNGA high-level event, including liaising with agencies on the production of collateral and event materials and production of supporting digital content – September</li> <li>• Support with the execution of International Safe Abortion Day Campaign including supporting with creating relevant digital content, and liaising with agencies as needed - September</li> <li>• Assist in the production of collateral and design assets including gifs, videos, social media cards, blogs and more in the build-up to the US elections - November</li> <li>• Gather information, write, design and send at least 3 SheDecides newsletters - December</li> <li>• Provide support in updating the SheDecides website, making edits as needed so that content is up to date and accurate - ongoing</li> <li>• Manage the SheDecides social media channels - ongoing</li> <li>• Support the Communications Advisor with communications tasks as needed - ongoing</li> </ul>
<p><b>6. Contractor requirements</b></p>	<p><u>Experience required:</u></p> <ul style="list-style-type: none"> <li>• At least 5 years of experience in communications, campaigning and/or marketing related fields</li> <li>• Digital skills – experience of managing social media channels and website mangement.</li> <li>• Excellent copy writing and storytelling skills</li> <li>• Experience in managing multiple stakeholders and working across teams to deliver work</li> <li>• Experience of working with and managing external agencies</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience and interest in advancing gender equality and sexual and reproductive health and rights (SRHR), with a particular focus on abortion rights, CSE and youth SRHR.</li> <li>• Experience in a related discipline: public policy, women’s rights, international development, political sciences</li> <li>• Experience of working across geographical regions in global level communications (Africa, Latin America, Asia, Europe, North America in particular).</li> </ul> <p><u>Skills:</u></p> <ul style="list-style-type: none"> <li>• Microsoft Office, publishing and design software</li> <li>• Strong experience of using MailChimp and WordPress</li> <li>• Experience of using Canva or other design platforms</li> <li>• Experience in using Google Analytics</li> <li>• Strong verbal, written and interpersonal skills</li> <li>• French speaking and writing would be an asset</li> <li>• Good attention to detail</li> <li>• Excellent time management and organizational skills</li> <li>• Ability to deliver projects and tasks in a fast-paced environment</li> <li>• Ability to multi-task</li> <li>• Willingness to adapt plans, be flexible and manage multiple demands</li> </ul>
<p><b>7. How to apply</b></p>	<p>To apply, please submit the following:</p> <ul style="list-style-type: none"> <li>• CV</li> <li>• A one page cover letter that addresses the TOR</li> <li>• An example of your writing work e.g. blog, press article, marketing materials</li> <li>• Fees/daily rate</li> <li>• Availability</li> </ul> <p>Please send the application to <b>Angie Windle, Senior Communications Advisor</b> (<a href="mailto:angie@shedecides.com">angie@shedecides.com</a>)</p> <p><b>We particularly welcome applications from those under 30 years old, and from diverse backgrounds and regions.</b></p>
<p><b>8. Fees</b></p>	<p>£350-400 per day. Approx. 2 days a week</p>