



Terms of Reference

Short-Term Consultancy to Support Champion Engagement Framework

Org Unit: Social Protection Department (SOCPRO)

Location: Geneva, Switzerland

Duration: 2 months (March - April 2017)

1. Background and Context of the Consultancy

The Consultancy will be located within the Programming, Partnerships and Knowledge-Sharing Unit of the Social Protection Department (SOCPRO). The department is responsible for promoting enhanced coverage and effectiveness of social protection for all through efficient and sustainable national social protection floors and comprehensive social security systems, in line with provisions of Recommendation concerning national floors of social protection, 2012 (No. 202) and other ILO social security standards. It provides, at the request of member States, technical advice for formulation of national policies, the design of social protection systems and floors, as well as for their implementation and monitoring.

The Programming, Partnerships and Knowledge-Sharing Unit is responsible for effectively supporting the management and operations of the Department, coordinating the communication and dissemination of social protection knowledge and providing technical and operational support for the ILO's Global Flagship Programme on Building social protection floors for all (further referred as Global Flagship Programme).

ILO's Global Flagship Programme ensures that the ILO is best positioned to respond to country needs and that it can optimize the use of its competencies and resources to make social protection floors a national reality in many countries that still have underdeveloped or fragmented social protection systems.

To organize private sector and public participation in the Global Flagship Programme, in October 2015 ILO, in collaboration with the International Organization of Employers (IOE), launched The Global Business Network for Social Protection Floors (GBN). The GBN includes multinational enterprises, employer's organizations and corporate foundations that wish to share good practices and contribute to the promotion and establishment of SPF's worldwide.

The GBN promotes various level of engagement with private enterprises, employers' organizations and general public. One of the engagement mechanism is direct cause campaigns (including fundraising, advocacy and awareness raising) for the enterprise employees, enterprises' customers and general public.

The consultancy will provide leadership and strategic direction to the SOCPRO Partnerships Officer on the cause campaigns strategy and activities, as well as will lead the development of the detail implementation plans for (at least) two fundraising campaigns to support ILO's objectives for resource mobilization and advocacy at global and national levels.

The consultant will achieve this through close working relationships with the ILO's SOCPRO team, ILO's PARDEV, ACT/EMP and Communication Divisions, the Centenary celebrations team as well as with senior staff from the ILO's field offices and at the ILO's affiliates at national level (of required).

2. Activities of the External Collaborator

The External Collaborator will be responsible for managing the overall cause campaign efforts (with at least two pilots: enterprise-focused campaign and country-focused campaign), including building a



strategic plan in coordination with the SOCPRO Partnership Officer. Responsibilities include the following:

Cause Campaign Design

- Research target audiences within specific enterprises and/or general public in selected priority countries (including trends in their behaviour) to identify impactful, engaging and innovative ways of reaching them
- Develop a set of objectives, strategy for the execution and evaluation criteria (M&E plan) for (at least) two pilot cause campaigns (enterprise wide and country specific) that go towards meeting the Global Flagship Programme's objectives in fundraising and advocacy

Cause Campaign Development and Implementation

- *For enterprise specific campaigns:* involve enterprise stakeholders, including HR/CSR/Foundation partners in the development of concrete campaign implementation plans drawing on their existing practices communication channels, priority countries, core values and sustainability strategy. Agreed plan/road-map should include the timeline and estimated resource requirements
- *For country specific public campaigns:* liaise with country and regional offices to involve them in the development of the concrete campaign implementation plans *and to identify the life changing stories from the field for use across Global Flagship Programme communication channels*. Agreed plan/road-map should include the timeline and estimated resource requirements
- Innovate across digital and traditional media so that the Flagship Programme is at the cutting edge of industry best practice, fully exploiting the wide range of ways of communicating with partners (enterprises, governments) and general public
- Redesign or/and develop any web presence to support the campaign, writing a full specification and liaising with internal web specialist, if required
- Define the needs and support the internal communication and marketing teams to create digital content for the campaign, including photography, infographics, film and other content
- Work with Communication Department to oversee development and dissemination of traditional and social media messages
- Provide timely direction and framework to the enterprises and field offices staff and while at the same time relying on their expertise, abilities and willingness to leverage their networks to drive the goals of the campaign.

3. Outputs of the External Collaborator

The following outputs are envisaged to be produced by the External Collaborator for this assignment:

- **Output 1.** Objectives, implementation strategy and evaluation criteria (M&E plan) for (at least) two pilot cause campaigns (enterprise-focused and country-focused) that go towards meeting the Global Flagship Programme's objectives in fundraising and advocacy. The output should be accepted by SOCPRO Partnership Officer and by SOCPRO's Deputy Director & Head of the Flagship Programme.
- **Output 2.** Campaign implementation plan (including proposed timeline and resources requirements) negotiated and agreed with
 - a) Representatives of the selected private-sector partner for the enterprise-focused campaign
 - b) ILO's field offices, government, workers and employers' organizations (if required) for the country-focused campaign



- **Output 3.** Marketing materials, including
 - a) Specifications for the redesign or/and development of the web presence to support the campaign
 - b) Marketing materials for the campaign and meeting with partners (presentations, leaflets, etc.)
 - c) Digital content for the campaign, including photography, infographics, film, ideas for an App and other content
- **Output 4.** Presentation and hand over
 - Presentation of the campaign to the selected committee of private-sector partner
 - Presentation of the campaign to the ILO country team, and relevant national partners (through video conference)
 - Inclusion of partners' comments and inputs
 - Delivery of final campaign strategy, implementation plan and ready to use marketing
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4. Qualifications of the Successful Candidate:

Education

- Advanced university degree in Marketing, Communications, Business Administration or Public Administration. A first level university degree (Bachelor's) in combination with two (2) additional years of qualifying experience may be accepted in lieu of the advanced university degree.
- Specialized training in fundraising is an asset.

Work experience

- 5+ years of experience in marketing, campaign management or related disciplines
- Previous experience as a Campaign Specialist for marketing agency, leading multinational company or/and international NGO
- Experience in using digital effectively and innovating in digital advocacy
- Career history of planning, managing and evaluating fundraising cause campaigns/community engagement activities.
- In-depth knowledge of direct fundraising, crowd-funding and pledging mechanism for the cause campaigns.
- Good experience of data, segmentation, targeting, insight reporting and management.
- Demonstrated strong communication, presentation and writing skills, specifically the ability to translate human's rights issues and legal processes in accessible language
- Proven ability to collaborate and engage independent activists, organized groups, diverse partner organizations and other stakeholders in effective social change & fundraising campaigns
- Experience in operating independently at a senior level and ability to negotiate the terms of contract with high-level officials
- Experience of working with human rights issues in an international environment and relevant UN experience is an asset
- A knowledge of advocacy in the MENA region would be advantageous

Languages

- Fluency in English (both written and verbal) is required. Knowledge of an additional UN language (Arabic, Chinese, French, Russian, Spanish) is considered an asset.



5. How to apply

To submit the application please send your CV and Cover letter to **demushkina@iloquest.org** by **March 9th**.

For more information on the ILO Social Protection Department and Global Flagship Programme for Social Protection Floors, please visit our websites www.social-protection.org and <http://flagship.social-protection.org>