



TERMS OF REFERENCE FOR ENGAGING A COMMUNICATION & DIGITAL MEDIA CONSULTANT FOR THE WORK: NO CHILD'S BUSINESS (WNCB) PROGRAMME

1. Background

The Stop Child Labour Coalition, UNICEF Netherland, Save the Children as an alliance coordinated by Hivos is implementing a 5-year intervention (July 2019-June 2024); Work No Child's Business (WNCB) in 6 countries: Mali, India, Viet Nam, Jordan, Cote d'Ivoire and Uganda. In Uganda the implementing partners are Uganda National Teachers' Union (UNATU), Nascent Research & Development Organization (Nascent RDO), Save the Children International, Environmental Women in Action for Development (EWAD) and Hivos as the lead organization in partnership with various Local Governments and communities. The impact we aim to achieve is that children and youth aged 5-17 years are free from child labour and enjoy their rights to quality education and (future) decent work. Our entry point is gold/mining, though we consider all forms of child labour as we apply the Area Based Approach (ABA). The project districts are Moroto, Nakapiripirit and Busia district in Eastern Uganda with a national level engagement for policy advocacy.

Communication as a key component of WNCB

Effective communication is vital for all our engagements as WNCB, in Lobby and Advocacy, in Linking & Learning, sharing our successes and lessons learnt, making ourselves visible among others. Hence it is necessary to have our partners well equipped with the requisite communication skills online and offline media and communication.

Against the background, WNCB Uganda team is seeking for a Consultant to enhance the skills of the partners to be able to use effective communication in our work.

2.0 OBJECTIVES OF THE COMMUNICATION & DIGITAL CONSULTANCY

Overall Objective: To play a lead role in enhancing the capacity of the Uganda WNCB partners in the online and offline media and communication by April 2024.

Specific objectives

- i) Provide hands-on training & coaching for WNCB staff on effective use of (existing) social media channels, focusing majorly on those that are being used by partners currently.
- ii) Work with partners and the Lead of the Communication Working Group to produce multi-media content to increase media reach & visibility (audio, video);
- iii) Increase our digital brand engagement; (perhaps: Increase online



engagement with stakeholder and partners through the current partner channels)

iv) Work with partners and the Communication Lead to regularly update Uganda's page on the WNCB website: <https://wncb.org/country/uganda/>

2.1 Scope

- i) You will be supporting our partner activities in the project districts of Moroto, Nakapiripirit & Busia and National level engagements once requested
- ii) You will capture & report stories at WNCB partner events or related stories for our Programme.
- iii) You will periodically train partners in various communication packages. Capturing and reporting stories, events in real time with "speaking/Action" pictures, videos among others;
- iv) You will produce multi media content to be used by partners for Lobby & Advocacy and to increase our visibility;
- v) You will play a key role in updating the WNCB website, particularly the Uganda Page: <https://wncb.org/country/uganda/>, through blogs, news items and opinion articles, illustrations, videos and infographics
- vi) Any other role that may be assigned to you from time to time.

3.0 Contractual period

The contract will run for 12 months, effective from the time the contract is signed.

4.0 Supervision/management of the assignment

The consultant will be supervised by the Uganda WNCB Coordinator with technical support from the Uganda focal point for Communication & the Communications Working Group Lead

5.0 Ethical and child protection considerations

The assignment will require the consultant and the team to interface with children and therefore the consultant is required to provide a statement on the respect and protection of child rights, human rights and dignity of participants compliant with WNCB Partners Child Protection Policy, the child safeguarding and child protection policies along with the contract.



6.0 Expected Deliverables from a consultant

- i) Demonstrated capacity enhancement of the partners in online and offline media and communication.
- ii) Technical support provided to partners during the contractual period.
- iii) Develop multi-media content to increase media reach and support Lobby and Advocacy.
- iv) Uganda's Page on WNCB website updated regularly- monthly or bimonthly as shall be jointly agreed with the WNCB partners.
- v) This is a part time consultancy of **2 days a week** for the contractual period

6.1 Responsibilities of WNCB partners

- i) Hivos as the lead coordinating partner to play a lead role in organizing the trainings for capacity building
- ii) WNCB partners to provide content if available for the Consultant to update the Uganda page on the WNCB website.
- iii) if in need of technical support from the Consultant as individual partners, you write to the WNCB Coordinator at least two weeks to the event, except for some Lobby and Advocacy actions which may crop up unexpectedly.

7.0 Payment modalities

- On signing of the contract, the Consultant will receive the payment for the first quarter to enable him/her meet the required mobility and upkeep while conducting the communication tasks.
- Payment for the subsequent quarters will be paid after a satisfactory report on the deliverables is submitted and approved

8.0 QUALIFICATIONS AND EXPERIENCE

The consultant must have the following experience and skills to be able to perform the tasks of the TOR

- Have a Bachelor's degree in (Mass) Communications, Social Work or a related field.
- Demonstrated experience in capacity enhancement/training in the specified fields.
- Solid journalistic and communication skills in developing quality Advocacy and Lobby messages.
- Familiarity with using social media and creating social media packages.
- Website management (WordPress) experience.
- Ability to produce video and audio documentaries.
- Excellent oral and written communication skills in English
Ability to liaise properly with technical and administrative staff of NGOs
- Experience in child labour & education will be an added advantage



9.0 Consultant Evaluation criterion

| Criteria | Weight |
|--|-------------|
| Experience and reputation in sector and specified fields | 30% |
| Response to TOR (scope of services and methodology) | 30% |
| Response to key selection criteria (technical and financial criteria), | 20% |
| Budget | 20% |
| Total | 100% |

**Note that reference may be contacted before awarding of the contract and an interview with the consultancy team were need be.*

10.0 Expression of Interest

Interested consultants should submit their applications by 29th May 2023 and should include;

- Detailed technical proposal in response to TOR, with specific focus on interpretation of TOR, methodology and budget to be used as key selection criteria
- Consultant's CV including a minimum of 3 references
- Share 3 similar work done for at least 2 organizations/institutions/Networks done in the last 3 years
- The Consultant will work two days in a week and the contract runs for one calendar year (12 months)

Email the documents to; "Juliet Wajega- email "jwajega@hivos.org and copy in; barbraodongo@gmail.com