

# Terms of Reference



<b>Service Provider Title:</b>	<b>Innovation Communications Consultant</b>		
<b>Cluster:</b>	Resilient Roots and Innovation for Change		
<b>Service/Consultancy Fee:</b>	\$150 - \$200 per day to a maximum of \$2500 per month (3 days per week)	<b>Contract Type:</b>	Short-term project specific consultancy (three days per week), for a three month period
<b>Location:</b>	Johannesburg, South Africa preferred or global/remote can be considered		
<b>Reports to:</b>	Data for Accountability Programmes Coordinator		
<b>Direct Reports:</b>	None		
<b>Job Role</b>			
<b>Role Overview:</b>	<p>The Innovation Communications Consultant will support various aspects of communication and outreach functions of CIVICUS' Innovation Stream, whose mission is to empower a more accountable, effective and innovative civil society. This will involve working across a variety of programmes, namely the <u>Resilient Roots</u> initiative and <u>Innovation for Change</u> (I4C).</p> <p>The consultant will assist in all areas related to the implementation of the Resilient Roots communications and advocacy strategy, collating and summarising learnings from the initiative, evaluating communications channels and being involved in the roll-out of a virtual campaign to increase the adoption of accountability practices in civil society organisations, among others. The consultant will also work closely with the I4C and CIVICUS Communications teams to develop a range of communications and outreach materials for the I4C initiative and other Innovation Stream projects in particular.</p> <p>In doing so, the consultant will gain knowledge of CIVICUS' work with civil society around the world - particularly in the Global South – on the socio-political challenges they face, how tech and data-based approaches are being leveraged to strengthen capacities, and how to communicate complex issues with both internal and external audiences.</p>		
<b>Deliverables</b>	<b>Key Activities</b>		
<b>Resilient Roots</b>	<p>Lead the implementation of the Resilient Roots communications and advocacy strategy, which includes:</p> <ul style="list-style-type: none"> <li>• Develop/organise outputs to communicate experiences and learnings from the initiative, including blogs, newsletters, videos, guides, etc.</li> <li>• Continue to map a wide range of key civil society actors and other audiences, and disseminate tailored communications on Resilient Roots to them</li> <li>• Use social media to promote the work of the initiative and its recommendations around further action on primary constituent accountability</li> <li>• Help develop interactive communications to encourage wider conversations on primary constituent accountability, including via relevant events and communities</li> <li>• Help create visual content and lead outreach efforts for Global Accountability Week and other related campaign activities</li> <li>• Evaluate the analytics from existing Resilient Roots communication channels or products, and make recommendations for improvements based on findings.</li> </ul>		
<b>Innovation for Change and other projects</b>	Work with the Innovation for Change network and CIVIUS Communications team to:		

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	<ul style="list-style-type: none"> <li>• Develop a range of comms products including blog posts, newsletters, videos, guides, etc.</li> </ul> <p>Undertake similar activities for additional Innovation Stream projects, as required from time to time</p>
<b>Person Specification</b>	
<b>Education, Language &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>• Should have a degree in a related field or equivalent experience, ideally with a focus on communications and advocacy.</li> <li>• Strong interest in working in non-profit organisations, charitable networks, and/or public service institutions.</li> <li>• Possessing the required documentation to work in Johannesburg, South Africa.</li> <li>• Demonstrated working fluency in English. Working knowledge of Spanish and/or French an advantage.</li> </ul>
<b>Essential Knowledge, skills and Experience</b>	<ul style="list-style-type: none"> <li>• Minimum 3 years experience working in communications or journalism, ideally in the civil society sector</li> <li>• Experience using social media (especially Twitter), Microsoft Office, Google software, Slack, etc</li> <li>• Experience using tools such as Piktochart, Mailchimp, ThingLink, Vimeo, among others</li> <li>• Graphic design/Photoshop and audio/video editing an advantage</li> <li>• Using analytics (e.g. Google) to inform strategic comms decisions</li> </ul>
<b>Behavioural Skills</b>	<ul style="list-style-type: none"> <li>• Self-starter willing to take initiative and solve problems</li> <li>• Attention to detail, while not losing sight of broader objectives;</li> <li>• Strong interpersonal and networking skills, especially working with multi-country, multi-time zone teams;</li> <li>• Creativity and willing to propose ideas;</li> <li>• Interest in technology and tech tools;</li> <li>• Ability to work to tight deadlines and multitask.</li> </ul>