

Consultancy: Short term consultancy for social media content creation and online campaign work

Terms of Reference

Background

Since 2018, the World YWCA has been in a partnership with the Finland Government's Ministry of Foreign Affairs to implement the project, Promoting the realisation of the right to health for young women and girls, in the continents of Asia, Africa and Eastern-Europe. Focusing on sexual and reproductive health and rights (SRHR), and mental health, the project has had a tremendous impact in the lives of young women by empowering them to be agents of narrative change in their communities.

Using their leadership, young women have worked collaboratively to advance issues around SRHR and mental health, often discussing taboo topics and taking lead in changing the narrative in their communities. Through the initiative, hundreds of young women are being supported to expand a young women's social movement demanding full sexual and reproductive health and rights. Through the support of World YWCA and the national YWCA offices, young women's individual and collective action has been built to transform narratives around social norms at the individual, community, country, regional and global level to positively impact policies that enhance young women's sexual and reproductive health and rights and mental health.

Through the project World YWCA young women identified and worked collaboratively to transform core cultural narratives- in interpersonal relationships, policy debates, media and social media. The project's particular focus and its advocacy activities has emphasized on the regional work with young women from up to 30 countries from Sub-Saharan Africa, Asia and Eastern Europe. Four countries of Nepal, Ukraine, Ethiopia and Kenya received extra support in identifying advocacy approaches to influence impacts. The young women focal points in each region played an instrumental role in coordinating and driving advocacy campaigns at the regional and global level on SRHR, working closely with the young women.

The project is now in its final few months and a lot of work done under the multiple years of implementation is ready to be showcased to the larger space. World YWCA is keen to showcase the great work done by young women under the project through social media campaigning and messaging during the WHO- UN Foundation and Big 6 Youth Organisations led Global Youth Summit, a youth led event for young people by young people.

Background on Global Youth Mobilization and Summit :

Organized by the Global Youth Mobilization – an initiative of the Big 6, World Health Organization and UN Foundation and powered by the COVID-19 Solidarity Response Fund, the Global Youth Summit is a unique virtual event designed with young people, for young people. The Big 6 mobilizes over 250 million young people worldwide. The World YWCA (the Youth Women's Christian Association) is one of the Big 6 and this consultancy will cover women's rights issues*. Its social media handle is @worldywca.

Over three days, from the 23 –25 April 2021, young people, leaders, policy makers, brands and changemakers will come together in one space to discuss the challenges facing young people across the world.

The Global Youth Summit will connect thousands of young people worldwide with an aim to:

- Inspire: by sharing examples of impactful initiatives implemented by young people at local, national, regional and global level.
- Enable: by providing a wide range of workshops offering hands-on, practical knowledge to young people by leading experts and peer educators.
- Engage: by providing networking opportunities for youth with peers and key stakeholders and identifying critical priorities for youth to champion and own in a post-COVID-19 world. In addition to providing personal and professional development opportunities for participants, the Summit will provide a platform for the launch of a major call for young people to apply for funding to support local and innovative solutions designed to support the recovery efforts from the impact of COVID-19.

***The intention of this short-term consultancy is to share World YWCA's messages during the Summit will focus on not just about the summit, but young women and specifically, under the theme of well-being, the issues of:**

- **Sexual and Reproductive health (SRHR)/Menstrual health**
- **GBV – Gender Based Violence (GBV)**
- **Mental health.**

The call to action will be to **donate to the World YWCA** to help us build the women's movement and enable young women to address some of these key challenges at a local level.

Purpose of the consultancy

To provide timely creation of social media content (**Facebook, Twitter and Instagram**) highlighting the Summit and sessions in which the World YWCA is leading, while also vocalising the stories of the young women leading the way with challenges and solutions.

Requirements of the consultancy

- This is a remote consultancy given the context of COVID-19 and associated travel restrictions. The consultant must work through virtual communication and be proactive and engaging.
- The Consultant will work closely with the Engagement Consultant to create the copy and graphics.
- The Consultant must have a clear understanding on using evidence to generate content that is easy to understand, communicative and key to position the initiative on larger global platforms.
- The Consultant must be adept at using digital design tools as the final product has to be World YWCA branded digital social media graphics.
- English is the required language, however proficiency in French is an added advantage.
- The Consultant must go through several rounds of exchanges with the World YWCA team before they finalise the content and design.
- The Consultant may also work with the Director of Global Engagement and Impact and other staff members, whenever directed.
- All design must be aligned to the current brand design, look and feel of World YWCA.
- Written content must be crisp, accessible in presentation, and the language/vernacular aligned with World YWCA standardized copy/content, as applicable. Key messages and access to images will be provided to the Consultant.

Outputs

- The Consultant will develop a working plan within two days in agreement with the staff responsible.
- The Consultant will create graphics/images and content.
- The Consultant must create 2 posts a day per channel for the period before, during and after the Summit, taking into account the different audiences on the three social media platforms. The content should be posted from 20th April latest until 1st May.
- The Consultant should be available during the actual Summit, the weekend of 23 – 25 April.
- Some analytics required on content posted until May 5.
- The outputs must be representative of both qualitative and quantitative information and must link the initiative to the larger goals of World YWCA, young women leadership and the global gender equality work.

Time requirements:

Total number of working days: 15 days, all remote with high virtual engagement. Kindly take into account that the latest date for final deliverables under this consultancy to be validated by World YWCA is 27 April 2021.

In light of the COVID-19 pandemic and travel restrictions, the consultancy will be virtual.

Application:

- CV/resume.
- A short proposal (not more than 2 pages) inclusive of technical and financial elements.
- Samples of design work done on similar lines.
- The deadline for submission is Sunday, 18 April, 2021.
- The consultant should send the proposal either in Word or pdf format to: hresources@worldywca.org
- *Evidence of registration/status as a consultant (independent or working under a company) able to invoice the World YWCA in Switzerland and cover all taxes and legal obligations in the country where they are based/work.*
- 1-2 references