



Terms of Reference

Consultant – Young Women Digital Engagement

BACKGROUND:

The World YWCA has an ambitious goal: to reach 100 million young women and girls and transform power structures to end gender inequality by 2035. Established in 1855, the World YWCA is the world's oldest women's movement. With member associations in 109 countries, it works to fulfil human rights and make gender equality a reality. The World YWCA is a learning organization in which there is recognized mentorship across generations. Sixty percent of the members of the World Board are aged 30 and under. The purpose of the World YWCA is to develop the leadership and collective power of women and girls around the world to achieve justice, peace, health, human dignity, freedom and a sustainable environment for all people.

The World YWCA mobilizes and connects millions of young women around transformational change, provides leadership opportunities in more than 100 countries around the world. It also actively works to influence policies, regulations and social and community norms which prevent the realisation of rights and leadership potential of women.

The World YWCA has three strategic priorities:

- Management and governance excellence towards Goal 2035
- Strategic partnerships and communication towards Goal 2035
- Engagement and mobilisation of girls, young women and women towards Goal 2035

Purpose of the consultancy:

With the support from the Norwegian Church Aid (NCA), the World YWCA will be implementing a project titled, *'Enabling young women and their allies to lead and advocate against GBV and for a world of peace, without violence, war and conflict'* in 2021. The project aims to build a dedicated multi-event campaign that engages young women and allies to advocate against gender-based violence (GBV) running from October to December 2021 with preparatory work capacity building and engagement of young women from August onwards.

The campaign will have several components, both digital and physical, and make use of a number of opportunities using the unique access of the World YWCA network and nature of the World YWCA's work:

- World YWCA Week Without Violence (third week of October)
- Geneva Peace Week (November 2-6)
- World Week of Prayer (mid-November)
- 16 Days of Activism Against GBV (Nov 25 - Dec 10)

The World YWCA, through this project, will provide leadership to and contribute to the growing young women's movement on faith and feminism, as well as peace and security around the world, thereby not only strengthening World YWCA's contribution, but building a collective movement within and outside of the YWCA network where young women co-design, co-create and co-decide for themselves.



SCOPE OF WORK

The Consultant is expected to:

- Co-create with young women leaders, a toolkit for the Week Without Violence to be used to engage in community, country and online, and support content creation for social media.
- Support a side event for Geneva Peace Week on the role of young women in addressing GBV in the context of latent crisis, conflict and/or post conflict, engaging key partners active in the fight against GBV and in advancing the women, peace and security agenda.
- Support the creation of a virtual event for the World Week of Prayer around the theme of youth and allies fighting against GBV, for a world without violence. Disseminate to partners and networks, working with internal and external stakeholders.
- Co-create a toolkit for 16 Days of Activism against GBV to be used to engage in communities, countries and online, support content creation for social media and organise digital events related to 16 Days of Activism, with the World YWCA team and young women leaders.
- Design and implement trainings with young women online on social media advocacy and digital campaigns.
- Evaluate all initiatives and contribute to the evaluation process and development of the final report to capture qualitative and quantitative indicators of the work.
- Support and connect young women with youth advocacy groups, civil society organisations, development agencies, donors, media at national, regional and global level to generate momentum.
- Identify and leverage, as appropriate, other opportunities related to the nexus of faith, feminism, leadership, GBV, and peace and security.”
- Work closely with the team at the World YWCA, particularly the Global Programming and Impact team and report to the Director, Global Engagement and Impact.

SKILLS AND EXPERIENCES

- Thematic experience in advocacy initiatives related to youth issues, girls and young women’s human rights, gender and peace and justice. .
- Experience in faith, feminism; Gender Based Violence (GBV); and peace and security.
- Experience in writing thematic concept papers will be an added advantage.
- Skills using information, communication and technology tools, especially for social media platforms and design tools like Canva and other video editing tools.
- Programme development and implementation knowledge and experience.
- Content writing: both detailed campaign reports, as well as succinct advocacy statements, calls to action and key messages (for social media, campaign toolkit, etc.).
- Ability to organise and manage training for young women globally through virtual platforms on key thematic issues.
- Basic understanding of programme Monitoring, Evaluation and Learning (MEL) and digital analytics.
- Ability to work remotely and efficiently under time constraints, both independently and as a team member.
- Excellent organisational skills, attention to detail and ability to handle multi-tasking, problem solving and planning skills.
- Strong networking skills.



CRITERIA FOR SELECTION

- Must be a young woman (she/her/they/them).
- Committed to work in line with feminist principles.
- Understand the World YWCA's areas of work and operations.
- A strong commitment and passion for women's rights and leadership.
- Proficiency in English, both oral and written, is essential. Knowledge of French and/or Spanish appreciated, as the three official languages of World YWCA are English, French and Spanish.
- Ability to work remotely, with little supervision and must be able to meet deadlines comfortably.
- Ability to interact with young women globally and in a mono-culture or multi-cultural setting, including some not familiar to your own, and meet different training needs and levels.

In order to act in a consultancy capacity for World YWCA, the applicant must be able to provide evidence that they are registered and/or working in compliance with social charge coverage requirements in the country where they are based/work.

START DATE AND DURATION

Starting 10 August 2021 until 14 January 2021.

LOCATION & COMPENSATION

The young woman consultant will likely work solely remotely, unless they are based in a location allowing them to come to the World YWCA Office in Geneva, Switzerland on relevant days; the consultant must have access to an own computer and reliable internet.

The total number of days for this assignment is estimated at 55 days. This is a virtual consultancy with no travel required.

HOW TO APPLY

Send an email under the subject: '2021 YWE GBV Consultant' to hresources@worldywca.org by no later than 30 July 2021, Tuesday, 5 PM CET, with the following documents:

- CV (not exceeding four pages), including two reference contacts
- Cover letter (addressing how you meet the necessary qualifications, your experience working on the themes and your ideas around the tasks).
- If applicable, samples of work done under similar consultancies.
- Your daily fee, with the rate to be inclusive of VAT (consultants will be required to pay VAT in their countries of registration). Do note that compensation will be established in line with the skills required and outlined in this term of reference and consistent with the country or region where the consultant is registered.

A team committee at the World YWCA will review all applications and we will then conduct interviews online with short-listed applicants.



WorldYWCA

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World YWCA encourages, promotes and supports diversity in all aspects of its work.

To learn more about World YWCA, please visit our website at <http://www.worldywca.org>