



## World YWCA

# Call for Consultant – Writing an advocacy roadmap and plan of action for World YWCA

## Terms of Reference

### Background:

The World YWCA is a movement that connects and mobilises girls, young women and women, with the purpose to develop their leadership and collective power to achieve justice, peace, health, human dignity, freedom and a sustainable environment for all people. Its bold and transformative goal for 2035 is that 100 million young women and girls transform power structures to create justice, gender equality and a world without violence and war.

For decades, and as we progress towards Goal 2035, the global YWCA movement has renewed our commitment to peace and justice, and identified this focus as an important act of healing, reconciliation and solution, rooted in our Christian foundational principles, and empowering communities to benefit from diverse forms of justice.

Our Goal 2035 and its emphasis on building leadership and working in the rooted realities of leaders in community is how YWCA has long ensured that the World YWCA enables, connects and collaborates as a movement, to work together and not just in community, to advocate to have women, young women and girls participate in decision making processes and implementation, and to advocate for issues that impact them and their communities the most. The YWCA prepares women to be on the negotiating tables and other global platforms and decision-making bodies to ensure that women's voices and issues are heard and incorporated in policies, laws and country plans. We know that there is great power in women coming together across lines of active inclusive and effective participation in to address issues that impact them most.

The global YWCA movement for decades has renewed its commitment to issues around GBV, SRHR and peace building, and has identified this focus as an important act of reconciliation and solution, rooted in our Christian foundational principles, and empowering communities to benefit from diverse forms of justice.

### Purpose of the Consultancy:

World YWCA is looking for a consultant to work with World YWCA to build out and develop advocacy plan to succinctly and clearly outline the advocacy focus and related implementation paths for World YWCA, in line with the evidence generated from recent World YWCA work. The plan will include a specific thread that is in line with and supports investment in young women and intergenerational leadership, including specificity about strategies and tactics in the Asia-Pacific region. The consultant will engage and mobilise key individuals to work with to create a plan which will be utilized and tested in 2022 with women and young women leaders in Asia-Pacific region.

### Timelines:

The consultancy is for a total **30-40 days**.

The consultancy spans from **November 20, 2021- February 19, 2022**. The consultant must start as soon as possible and have a draft version ready by December 15, 2021 to be vetted by YWCA stakeholders in January 2022 and then finalized in February 2022.

### Key Deliverables:



The consultant will work closely with specific staff of World YWCA, through an iterative process, to:

- Develop a right-sized and detailed advocacy map, that succinctly and clearly outlines the focus areas of advocacy for World YWCA, the rationale of the advocacy focus, using World YWCA and non-YWCA data, and outlines implementation paths for each, with sufficient clarity and detail to be immediately pursued. The plan is to reflect an ethos of “less is more.” In some cases, implementation paths are already established and simply need to be integrated.
- The rationale of the map and plan will integrate and include:
  - Evidence generated from the work done under the World YWCA “young women changing narratives around sexual and reproductive health and rights and mental health”, including a recently written brief with key high levels asks for advocacy.
  - Clear ties to the World YWCA’s Goal 2035, Strategic Framework for 2020-23 and Theory of Change, all related to the strategic direction of the World YWCA.
- The plan will focus on specific paths to take World YWCA policy messages and/or evidence to appropriate member states, UN entities, partners, general public, etc. Evidence from other peer/partner/relevant organizations should be used, in order to optimize data that exists.
- The implementation plan will suggest specific campaigns of peer organizations that World YWCA can join and support, instead of lead.
- Two to three sentence boilerplate statements for each path will be developed, including the key “ask” and “framing” to push evidence-based policy advocacy.

#### The map and plan should be:

- Very crisp and disciplined policy advocacy asks which stand true to the evidence and the landscape of advocacy currently in the women’s rights sector, and either 1) allow World YWCA to have a leading voice on an issue, or 2) enthusiastically support the advocacy efforts of another entity.
- Written for an internal YWCA audience, with an appropriate level of detail. This is not a product for external usage.
- Be specific and finite, not vague or all encompassing.
- Be adequately mapped and designed so that World YWCA, after the mapping and plan is done, can assign indicators for what success looks like.
- Reflective of the suggestions made by key World YWCA and the current priorities of the World YWCA. Include specific policy advocacy approaches, but also reflect an expansive view of advocacy

#### Criteria for selection:

- Demonstrated experience in the field of policy advocacy, including experience relevant to the consultancy.
- A commitment to work in line with feminist principles.
- In depth understanding of the advocacy landscape in the areas of GBV, SRHR, peace and justice, and mental health - in the context of feminist and women’s rights movements and global and regional advocacy platforms.
- A strong commitment and passion in achieving women's rights and leadership.
- Ability to work remotely, with little supervision and able to meet deadlines comfortably.
- 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.
- *A team or group of individuals are encouraged to apply as timeline is critical in this consultancy.* The Consultant will work closely with the General Secretary and the Director of Global Engagement and Impact and possibly interact with other YWCA stakeholders as part of an iterative process.
- The Consultant must have a clear understanding on using *various content, to create a persuasive technical document that is easy to understand, and compelling to the typical reader.*
- The Consultant will appropriately cite content, when warranted.



- English proficiency is required, as the first version of a case for support will be published in English.

#### Location and compensation:

The Consultant should be available to work remotely with World YWCA. Engaging in face-to-face activities will depend on possibilities agreed in the work plan.

Compensation is in the range of CHF 12,000-24,000.

#### How to apply:

- Send an email under the subject: "Advocacy Consultant" to [hresources@worldywca.org](mailto:hresources@worldywca.org) by no later than **November 15, 2021**, with the following documents: CV (not exceeding four pages), including two reference contacts.
- Include a cover letter addressing how you meet the necessary qualifications, your experience working on the themes and your ideas around the task.
- Any previous work samples will be appreciated.
- Your daily fee, rate to be inclusive of VAT (if consultants are required to pay VAT in their countries of registration).
- 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.

A committee of the World YWCA will review all applications and we will then conduct interviews via phone or Zoom with short-listed applicants. 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>.