



ADDRESSING SEXUAL- AND GENDER-BASED VIOLENCE IN BHUTAN THROUGH A MULTI-SECTORAL APPROACH

COMMUNICATIONS, ADVOCACY, AND DOCUMENTATION CONSULTANT

TERMS OF REFERENCE

Background

Respect, Educate, Nurture and Empower Women (RENEW) is a registered non-governmental organization that was first founded in 2004 by Her Majesty the Queen Mother Ashi Sangay Choden Wangchuck.

As a collaborative partner of the International Planned Parenthood Federation (IPPF) and with support from government and international donors, RENEW works to address sexual and gender-based violence (SGBV) including domestic violence and child protection in Bhutan and provides numerous services under the broad categories of counselling, legal aid, shelter homes, advocacy and awareness campaigns, emergency medical aid, educational scholarships and SRH services.

Project Overview

In the recent past, RENEW's work included a multi-phase project, funded by Australian Aid. Phase 1 of the project was titled "Community-led Mechanism to Address Gender Based Violence and Integrate Comprehensive Sexuality Education in Institutions" and began in 2018 and ended in May 2021.

Subsequently in June 2021, Phase 2 of the project titled "Addressing Gender Based Violence in Bhutan through a Multi-Sectoral Approach" was initiated to build on the learnings and gains from Phase 1, expand the range of interventions, and widen the geographical scope of the project. The project is ongoing until June 2024.

One of the core areas of work within this project is to nurture a national and regional conversation on sexual- and gender-based violence (SGBV) within Bhutan – calling attention to the factors that lead to SGBV, as well as the work that RENEW is doing to address the crisis.

Description of the Consultancy

The consultancy in question is designed to support the **advocacy, documentation, and communication efforts of RENEW as they relate to SGBV and the project**. The consultant will be responsible for

- identifying project successes and policy-level changes, conceptualising, and producing documentation in the form of case studies, photo-stories, and other innovative methods to showcase them,
- developing and executing media pitches and placing pieces on SGBV-related campaigns and issues in the media (social, new, and print) as well as and tracking their performance, and
- supporting RENEW's presence at national, regional, and international forums to present insights from the project, including training key stakeholders to be effective advocates on the issue
- working closely with the RENEW team to develop internal strategic communications and media capabilities of relevant project staff, in close collaboration with the relevant staff at the SARO.

The material produced by the consultant must **document the lessons learnt and challenges faced during project implementation**. The products must at once be **appropriate for the cultural context in Bhutan yet offer recommendations and direction for action across the region**.



Deliverables

The main deliverables of the consultancy are:

Communications and Advocacy Support

- **Communication Strategy Document** for the project period that focusses on SGBV while fitting into RENEW's existing Communications vertical.
- **Internal training workshop** for incoming Communications Staff member as well as members of the CSE-GBV project team on effective messaging, developing strong narratives, etc.
- **Content bank and templates** for key messages, communications concepts, and scripts, including bi-annual newsletters to various stakeholders
- **National campaigns** on television, radio, and social media on the theme of SGBV using innovative methods like theatre, documentary films etc.
 - **Support to ongoing campaigns** in Bhutan such as SHE DECIDES, RED DOT campaign, FP 2020, & UN SDG Health Partnership Forum with a view to sharing evidence from the project, creating effective social media content
 - **International Youth Day and Women's Day campaigns** at district and national level
 - **Consultative meetings** with like-minded organizations conducting ongoing campaigns on SGBV and SRHR and explore avenues to collaborate
 - **Tracking report and Analysis** to understand social media reach and traction.
- **Capacity-building training workshop for media personnel** on SGBV sensitive reportage
- **Annual advocacy meetings at the district, national, and regional levels** with stakeholders (to be identified in partnership with RENEW and IPPF SARO)
- **Advocacy event with the SAARC** (contingent on when the SAARC meets)
- **Advocacy toolkit on SGBV** that can be replicated for use in the future by RENEW and by other Member Associations at the regional level
- **Parliamentarians Forum** to disseminate findings from the project with recommendations for future action

Documentation Support

- **Inception Report** to explain the approach to project success documentation, aspects of the project that will be captured, why, the approach that will be used, and how/in what format.
- **Case Studies, Photostories, Video Essays and Short Films/Documentaries** to capture project successes and best practices to share with program stakeholders. These products must capture what worked for whom, under what circumstances, and how, at the very least.
- **Social Media and Blog Content for RENEW and IPPF SARO** based on project management data, training reports, CSE sessions and so on.
- **Contribution Analysis Report** of district and national advocacy efforts as well as project activities towards policy change with specific recommendations to help influence RENEW's next Strategic Plan
- **End-of-project Dissemination Workshop** with organisations at the national and regional level



Required Experience

The consultant(s) assigned to the job should ideally have:

Essential

- Demonstrable experience (5 - 7 years) with communications work in development and/or gender fields.
- Fast, accurate, AND creative writing skills, especially for digital/social media, particularly conveying technical and project information to lay audiences.
- Strong understanding of the media landscape in Bhutan, and the relationship between government, CSOs, and media.
- Excellent interpersonal skills, with the ability to build strong relationships with a variety of stakeholders across cultures.
- Self-motivated and self-disciplined, with the ability to work with autonomy, meet deadlines and manage competing priorities.
- Ability to collaborate with other colleagues across geography and time zones to ensure consistent messaging.
- Ability to convene and organize events independently.
- Fluency in English (both oral and written).

Desirable:

- Experience of design software, such as Canva and/or InDesign and/or Adobe Illustrator
- Good understanding of the Government of Bhutan and the relationship between ministries working on CSE, SGBV, women's rights and economic empowerment, as well ability to foster relationships with individuals within them
- Previous experience working on SGBV and/or gender issues
- Working knowledge of Dzongkha or Hindi is an asset.

The consultant(s) with some or most of these qualifications are encouraged to apply.

Period of Assignment

The total duration of the assignment is expected to be from **November 1st, 2022 – June 30th, 2024**. During this period, the consultant is expected to be **available part time — up to 10 days per month until June 2024**.

Duty Station:

The Communications, Advocacy, And Documentation Consultant will preferably be based out of South Asia, with a willingness to travel to and work in Bhutan for the duration of this project. They will report jointly to the Communications Officer, RENEW, and the Technical Advisor – Youth and Adolescent Services, based at IPPF SARO. They will be responsible for working closely with the Project Management Unit, CSE-GBV Project, RENEW, to ensure that the activities agreed on take place according to the ToR and are of a high quality.



Application Details:

This call for expression of interest is open to:

- International individual consultants interested in the role

The selection of the consultant will be based on the qualifications and experience of potential candidates as described in their expression of interest (EoI) for the assignment.

To apply, interested candidates are requested to email saro-recruitment@ippf.org with “Application – Communications, Advocacy, And Documentation Consultant” in the subject line, along with:

- An Expression of Interest (2 pages maximum) indicating:
 - The consultant’s/group’s suitability for the assignment and relevant previous work, including a description of their knowledge of the specific subject area and their experience in communication and advocacy.
- A Financial proposal, with details of the daily rate for the work mentioned as well as any other potential cost and a breakdown of working days according to the expected deliverables
- Samples of recent, similar work.
- 2 references who can support the statement of knowledge, skills, and experience

Applications will be considered on a rolling basis until the 17th of October 2022.