



Terms of Reference

Technical Consultant: Production of the advocacy and communication materials and technical support to the development of advocacy, comms, including branding and marketing plan of the CRC Coalition

Background:

Civil Society Coalition on the Convention on the Rights of the Child (CRC Coalition) is an alliance of 24 local and international child-focused organizations. It strives to lead civil society efforts towards strengthening government accountability by monitoring the United Nations Convention on the Rights of the Child (UNCRC).

As the Coalition is currently taking the last project cycle (2020-2021) with Save the Children, it decided to clear its Advocacy Plans for the three new agenda with the goal that “by 2021, the coalition and its partners together with children have contributed in influencing the government to implement recommendations from the UNCRC and other human rights bodies. In order to achieve its goal, the coalition is looking for a consultant who will produce materials, provide technical support and develop branding and marketing plans for the coalition.

Duration of the Engagement:

The assignment is expected to be completed within one (2) month, commencing on October 01, 2021, and ending on November 30, 2021.

Objectives of the Engagement:

The consultant will produce advocacy and communication materials for CRC Coalition and provide technical support to finalize the advocacy and communications plan and develop a branding and marketing plan for the Coalition.

Scope of Work and Timelines

- Work with the ADVOCOMM Working group and the Secretariat to finalize the advocacy and communication plan;
- Work with the Secretariat in developing the branding and marketing plan;
- Present a 2-month work plan;
- Present draft advocacy and comms materials before October 15, 2021;
- Submit final outputs on or before October 22, 2021;

- Provide technical inputs to CRC Coalition advocacy plan by October 30, 2021;
- Present branding and marketing plan for the Coalition by November 15; and
- Submit a 1-page accomplishment report before December 01, 2021

Deliverables

- Advocacy and communication materials;
- Updated advocacy and communications plan of CRC coalition; and
- End-of-engagement accomplishment report in English

Qualifications

- Degree in Communication and any other related fields
- At least 3 years of experience in facilitating workshops for Civil Society Organizations
- Has technical expertise on Advocacy and Communications

Terms of payment

- First tranche – 30% of professional fee within five (5) days after contract signing
- Second and final tranche – 70% of the professional fee (inclusive of tax) upon submission and approval by the CR Coalition of the final output

Budget

The final budget will be based on the technical and cost proposal that the consultant will submit.

Application Procedure

Interested applicants must submit the following to CRC Coalition (secretariat@csc-crc.org) on or before October 6, 2021:

- Cover Letter
- Curriculum Vitae
- Technical and cost proposal
- Work portfolio