



TERMS OF REFERENCE

Communications Specialist

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

Rationale

The Philippines has been focusing on ending violence against children now more than ever. In 2015, the National Baseline Study on Violence Against Children shed light on the fact that 4 in 5 children (80% of respondents) have experienced violence in any form, while 14% have experienced physical violence by a teacher or adult in school. Peer violence was also high with 64% of children respondents reporting to have experienced bullying. These are only a few of the data considered alarming by almost all duty bearers in the country. The study provides insights on the need to change culture and mindset at home, school, church, community, cyberspace, and even at the national level.

In response to the abovementioned findings, the Philippine Plan for Action to End Violence Against Children (PPAEVAC) 2017 - 2022 was developed. It gathered the commitments of all government and non-government duty bearers, including children and their families into a collective whole. The plan focuses on breaking the cycle of violence by addressing its root causes on the demand side, building the capacity of children to protect themselves, improving legislation, enhancing integrated services for preventing and responding to violence, and ensuring access to social services.

The implementation and monitoring of the PPAEVAC are housed under the National Network to End Violence Against Children (NNEVAC), a coordination forum for government institutions, agencies, international, and national civil society organizations with mandates

and initiatives on violence against children. The CWC serves as lead and the Civil Society Coalition on the Convention on the Rights of the Child (CRC Coalition) as co-lead.

In 2019-2020, the Coalition has been a partner of UNICEF and CWC in its efforts to localize the PPAEVAC in the localities of Valenzuela and Samar. In its capacity as co-lead of the NNEVAC and in line with its monitoring of the UN CRC, the CRC Coalition hopes to mobilize the members of the NNEVAC and the Coalition, together with local partners in further popularizing and localizing the advocacy and communications component of the PPAEVAC, especially as it approaches its last year in 2022.

Scope of Work

The Communications Specialist will be responsible for creating, popularizing, and localizing the advocacy and communications strategies of the PPAEVAC together with the members of the NNEVAC and the Coalition.

The Communications Specialist will work under the supervision of the Advocacy and Communications Officer (ACO) of the Coalition.

Specific Responsibilities

The Communications Specialist, under the supervision of the ACO, is expected to:

- Develop, enhance, and implement advocacy and communication plans.
- Draft and translate advocacy and communication materials (i.e., press releases, newsletters, brochures, presentations, responses for requests for information, and all other public information) relating to the project.
- Conduct NNEVAC workshops and develop program designs and tools needed for the workshops.
- Facilitate consultations, dialogues, and or meetings with partners, children, and stakeholders.
- Co-organize high-level dialogues and events.
- Process program results and develop written reports.
- Provide training materials for capacity-building activities.
- Produce a CRC Coalition results framework.
- Co-produce case studies.
- Produce IEC materials (i.e., social media cards, website content, photos, videos, and other communication materials).

- Maintain a content management system or a media library to properly document the progress, events, and activities of the project.
- Ensure the quality control of all forms of public information produced.
- Assist in responding to inquiries from the public, media, and other sources about the programs and activities of the project.
- Provide detailed written documentation reports of events (include photos if needed).
- Support staff/member organization requests for the development of presentations and informational materials regarding the project as needed.
- Provide support to the secretariat team in the conduct of the project activities.

Deliverables

- Work plan with detailed deliverables and Gantt chart
- Advocacy and communication plans (enhanced and localized versions)
- Advocacy and communication materials such as articles, photos, and AVPs
- Social media cards and website content
- Training/workshop modules, materials and tools/templates
- Documentation reports
- Case studies
- End-of-engagement accomplishment report in English
- Project data repository

Qualifications and Experience

- Must have at least a bachelor's degree in communication or any related field.
- Must have a minimum of 5 to 8 years of experience in development communications work.
- Must be able to produce advocacy materials.
- Must have exemplary technical expertise on advocacy and communications activities.
- Preferably with experience in child rights advocacy, specifically UNCRC.
- Must have excellent written and verbal skills in English and Filipino; Any local language written and verbal skills is an advantage.

Work Arrangement

Flexible schedule and remote work as of February 2021.

Contract Period

The contract period is from February 2022 until December 2022.

Terms of Payment

The compensation is commensurate with the work required for an intermediate-level consultative position.

Application Procedure

Interested applicants must submit the following to CRC Coalition (secretariat@csc-crc.org) on or before February 14, 2022:

- Cover letter
- Curriculum vitae
- Technical and cost proposal (inclusive of all taxes and deductions)
- Work portfolio