

## Terms of Reference for Communications Consultant

### 1. Organisational Context

ChildFund Sport for Development programs provide children with opportunities to play, learn and grow. Using integrated sport and life skills learning, young people from vulnerable communities are equipped to overcome challenges, inspire positive social change and take active leadership roles within their communities.

Under ChildFund Australia's guidance, all Sport for Development programs contribute to achieving gender equality, reducing inequality, and ending violence against children, reflecting targets within the UN Sustainable Development Goals. Participants also develop critical social and emotional skills which help them to achieve personal goals, build empathy, manage emotions, develop positive relationships, and make responsible decisions.

ChildFund Australia implements programs with a range of partners in Cambodia, Laos, Myanmar, Papua New Guinea, Timor-Leste, Vietnam, and other Pacific nations, and manages projects delivered by partner organisations throughout Asia, Africa and the Americas. ChildFund's work is funded through child and community sponsorship, government grants as well as donations from individuals, trusts and foundations, and corporates.

ChildFund Australia is a member of the ChildFund Alliance – a global network of 11 organisations which assists more than 9 million children and families in over 50 countries. ChildFund Australia is a registered charity, a member of the Australian Council for International Development, and fully accredited by the Department of Foreign Affairs and Trade which manages the Australian Government's overseas aid program.

Under the ChildFund Sport for Development umbrella, ChildFund Rugby delivers a range of rugby-based social and emotional learning products and has recently been appointed as the principal charity partner for Rugby World Cup 2021, to be played in 2022, in New Zealand. This consultancy relates specifically to ChildFund Rugby business needs.

### 2. Overview

ChildFund Rugby is supporting delivery of a *Grassroots to Global Series: Women in Rugby Inspiring Change*. This Series will be women-led and bring the voices of grassroots community rugby leaders together to generate a call to action to achieve equity on and off the field in grassroots rugby for current and future generations of girls and women.

Each Forum hosted during the Series will result in a national action plan outlining proposed steps to National Governing Bodies to provide equitable opportunities to participate in rugby at all levels. The findings from each Forum will then be collated and analysed at the regional and global levels to produce a set of commitments that will be presented to decision makers and influencers at both the regional and international levels. The Series will conclude with a global call to action to ensure equitable opportunities to participate in rugby at all levels for current and future generations of girls and women.

The Series will be focused around girls and women in leadership roles at the grassroots level of rugby. The Series may compliment high performance conversations, but the aim is for girls and women at the grassroots level to have their voices heard in spaces where they are often not present and who risk losing the most by being excluded from changes in the rugby ecosystem as the COVID-19 pandemic continues to impact sport at all levels. The Series aims to engage diverse participants with strong representation from emerging unions across all Regional Associations and will offer hosting grants for a number of National Governing Bodies.

### 3. Scope

The focus of the Communications Consultant position is to design a communications plan that identifies key communication, marketing and advocacy interventions for the Series. One key part of the consultancy will be to provide support to refine and narrow specific communications objectives for the Series from the following draft objectives: i) amplify participants voices and actions; ii) engage influencers, stakeholders and decision makers in key messaging and calls to action; iii) share the impact of women's leadership in sport at the community level and the opportunity in activating community networks; iv) showcase ChildFund's reach and the technical roles where NGOs have an opportunity to add value in the sport space.

The Consultant will also be responsible for providing input into an interactive digital resource to showcase Series outcomes and to serve as a digital resource for national Forum findings and National Governing Body action plans.

The Communications Consultant will work closely with the ChildFund Sport for Development Team to deliver an effective communications plan for the Series.

In consultation with ChildFund Sport for Development Team the Communications Consultant will:

- Design and develop (I) a communications and marketing plan and (II) an advocacy plan for the Grassroots to Global Series that reaches Series Objectives and builds on compelling content highlighting the impact of participation for women at the grassroots level;
- Propose plans for existing social media channel use as well as new digital resources to reach Series aims;
- Identify specific roles and key communications activities for Series influencers;
- Provide input into the planning and creation of a Series website;
- Support the ChildFund S4D Team to reach new/extended audiences;
- Advise and support with any other communications activity planning and execution connected to the Series.

### 4. Deliverables and Indicative Timetable

#	Activity Description	Approximate Date
1	Meet with Series organisers to understand Series objectives and plans	10/6/2021
2	Develop a strategic communications plan which has a component of marketing and advocacy/positioning.	20/6/2021
3	Present plan to Series organisers for feedback	25/6/2021
4	Incorporate feedback and produce final plan	30/6/2021

**Note:** Timeframe is subject to negotiation with the Consultant.

### 5. Management and Reporting Arrangements

The Consultant will report to ChildFund Sport for Development Program Manager. The Consultant will also be expected to work with key ChildFund Australia staff members to ensure adherence to relevant policies and procedures. The Consultant will have no management authority.

### 6. Confidentiality

All discussions and documents relating to this ToR will be treated as confidential by the parties.

### 7. Safeguarding

The successful applicant will be required to comply with ChildFund Australia's Child Safeguarding Policy and Procedures and to sign a Code of Conduct, as well as with ChildFund's Prevention of Sexual

Exploitation, Abuse and Harassment (PSEAH) policy and procedures. The consultant will also have in place a Criminal Background Check/Working with Children Check (or equivalent).

## **8. Counter-Terrorism**

ChildFund Australia acknowledges its obligation under the Australian laws relating to counter-terrorism. In order to meet its obligation, the Consultant's name will be reviewed against Department of Foreign Affairs and Trade (DFAT) and National Security Australia lists at the onset of any financial relationship.

## **9. Insurance**

The successful applicant will be required to have in place insurance arrangements appropriate to provision of the requirement in this ToR including (without limitation) travel insurance.

## **10. Acknowledgment and Disclaimer**

ChildFund, its Board and staff make no express or implied representation or warranty as to the currency, reliability or completeness of the information contained in this ToR. Nothing in this ToR should be construed to give rise to any contractual obligations or rights, expressed or implied, by the issue of this ToR or the submission of Expression of Interest in response to it. No contract would be created until a formal written contract is executed between ChildFund and a selected consultant.

## **11. Selection Criteria**

### **Qualifications and Experience**

- Tertiary education in a communications or a related field and with demonstrated professional experience in the international development or human rights sectors;
- At least 5 years relevant/related experience;
- Track record of developing impactful content for on and offline public communications platforms and written communications engaging with a range of audiences;
- Experience in developing public-facing content across on and offline channels;
- In-depth understanding of the sport media landscape, with experience in public relations;
- Strong written and spoken English with additional relevant languages an advantage;
- Experience of working successfully with diverse multi-country, multi-language teams.

You are expected to remain alert and responsive to any child safeguarding and Sexual Exploitation, Abuse or Harassment (SEAH) risks and conduct yourself in a manner consistent with Child Safeguarding and Prevention of SEAH Policies.

### **Skills**

- Able to work with people who have diverse backgrounds and skill-sets;
- Strong stakeholder manager and communicator;
- Organised, results-oriented and proactive;
- High levels of IT literacy;
- Creative thinker and motivator;
- Effective under pressure, results-oriented and proactive.

**The Expression of Interest should include a short resume, referees, a brief cover letter and a daily professional fee for 7-10 days of work.**

Submit EOI by 5PM GMT 6/6/2021 on Bamboo at  
<https://teamchildfund.bamboohr.com/jobs/view.php?id=87>