

Terms of Reference – Regional Communications Support, LAC

The *Girls Not Brides* secretariat is looking to increase communications support in the Latin America and Caribbean office to implement key communications deliverables within our regional strategy. The preferred location is Mexico; other locations will be considered.

Background

Girls Not Brides is a global partnership of more than 1,500 civil society organisations from over 100 countries committed to ending child, early and forced marriage and unions (CEFMU) and enabling girls to fulfil their potential. Members are based throughout Africa, Asia, the Middle East, Europe and America. We share the conviction that every girl has the right to lead the life that she chooses and that, by ending CEFMU, we can achieve a safer, healthier and more prosperous future for all. *Girls Not Brides* members bring CEFMU to global attention, build an understanding of what it will take to end the practice and call for the laws, policies and programmes that will make a difference in the lives of millions of girls.

Scope of work and deliverables

The individual will support the LAC Team to implement specific deliverables within our regional engagement, including those related to our 2021 campaign focused on awareness raising and accountability. The work is primarily to support specific projects relating to our secretariat objectives, including creating content that can be used to showcase our work and that of our members through our nascent channels in Spanish and mass media outreach.

Key deliverables

1. Establish press and influencer lists for Spanish-speaking media in the LAC region who cover development issues.
2. Develop a thorough analysis of trends in reporting on CEFMU in the region.
3. Proactively identify opportunities to raise awareness of the issue and the movement in LAC.
4. Build relationships with media and other influencers who can help raise awareness of CEFMU, and connect with others working in the communications field.
5. Working with the *Girls Not Brides* Communications Team, identify and contribute stories from the region that can be used across digital channels, and support organisational storytelling.
6. Implement media and digital communications including key advocacy moments throughout the year and drive external awareness of key campaigning opportunities.
7. Manage day-to-day, Spanish-speaking digital channels, including creating content (to be established).



Person specification

We are looking for a communications professional with the following skills:

- Demonstrable relevant professional experience.
- Proven experience in running media relations campaigns, and established network of journalist contacts within the LAC region.
- Proven ability to develop and deliver communications strategies.
- Outstanding written communication skills, creative thinker and the ability to write for different audiences.
- Experience instructing and/or training non-specialists in developing relevant communications technical skills and materials to support this.
- A good understanding of civil society organizations, specifically working on gender equality in LAC.
- Ability to work quickly and effectively under pressure, prioritize and juggle multiple tasks within tight deadlines, and to deliver time-sensitive high-quality work.
- English fluency required.

Terms

The individual is expected to be contracted on a consultancy basis for a maximum of 85 days between March and June 2021. There may be a possibility of extension.

Application Process

Please submit your application to recruitment@GirlsNotBrides.org by **March 15 2021**.

Please include the following items:

- Curriculum Vitae (CV)
- Accompanying cover letter that includes
 - Description of relevant previous experience
 - Client references or examples of similar work
 - Proposed daily or weekly rate

Only short-listed candidates will be contacted.

Safeguarding

At *Girls Not Brides*, we are committed to the wellbeing, empowerment and rights of children, and to safeguarding children from harm in all of our activities. *Girls Not Brides* aims to promote an environment of trust and understanding where the welfare of children is paramount. You will adhere to the *Girls Not Brides* Child Safeguarding Policy and its Code of Conduct and report any concerns relating to the safeguarding of children in accordance with agreed procedures.