

Terms of Reference – Communications Expert

Start date: as soon as possible, latest July 1st

Duration: The timeframe expected for the completion of this assignment is to be determined together with the consultant, depending on the plan proposed and the exact start date. Latest end date for this work would be the end of October 2024.

ABOUT WOMEN WIN

Women Win is a global multi-dimensional women's fund guided by the vision of a future where every girl and woman exercises their rights. We contribute to this vision through three unique sister-brands, each with their own mission statements and portfolios of programmes.

GRLS: Advancing the playing field that progresses gender equity in and through sport and play. Together with local implementing partners, GRLS focuses on supporting adolescent girls' and young women's leadership and empowerment through participatory design processes: designing with and not for girls. At the institutional level, GRLS strives to transform sport to be a safe, inclusive and equitable space for all by empowering gender justice champions and supporting transformational organisational processes. At a systemic level, GRLS utilizes movement based approaches to support feminist, decolonial and democratic organising, working to leverage sport to advance gender justice.

Win-Win Strategies (WWS): Building bridges to advance girls' and women's economic resilience through impactful partnerships and holistic approaches.

Since 2016, WWS has worked to create meaningful partnerships and practical initiatives that work both for women and the private sector. Through strong partnerships, we influence and support key actors with knowledge and tools to enhance programming through multi-stakeholder collaborations. Examples of this include work with partners in the Asian garment sector and partnerships in the East African floriculture and tea-farming sectors. We also mobilise and connect with girls' and women's rights groups to drive innovative and inclusive approaches to programming and grant-making.

Ignita: Catalysing a shift in the philanthropy ecosystem that strengthens local activists', organisations' and movements' capacities to drive change on their own terms. Ignita is leading much of Women Win's philanthropy democratisation work. Through various types of collaborations, including fiscal sponsorships, peer-to-peer learning grants and cross-sector strategic guidance, Ignita aims to champion transformative philanthropy and strengthen movements. Ignita's work includes advancing innovative funding strategies and supporting vision-aligned groups to drive meaningful and collective change.

THE PROGRAMME

This piece of work would fall within the Win-Win Strategies team as part of the Building Bridges for Women's Economic Empowerment (BBWEE) programme. The BBWEE programme aims to positively influence the Dutch and Kenyan floriculture sector to improve the economic empowerment and resilience of the women working in its value chains. The programme is currently in its last year of implementation. Over the past 4 years, the programme has delivered a range of best practices, impact stories and communication materials highlighting the added value of women's empowerment. We would like to use this last year of the programme to utilize

the programme's results and existing materials in a clear communication strategy to influence the programme's stakeholders.

THE ASSIGNMENT

The communication expert will provide strategic communication support to the BBWEE programme, focusing on the following areas:

Strategic Communication Support:

- Develop and implement a comprehensive and practical communication strategy.
- Utilize programme results to form a strong strategic communication plan and narrative for both the programme as well as Women Win.
- Identify key stakeholders, clear messages and appropriate channels for dissemination.

Showcase Programme Success:

- Highlight the achievements and impact of the programme.
- Develop narratives that underscore the benefits of women's economic empowerment in the floriculture sector and beyond.
- Provide a plan for strengthening the narrative around Women Win's approach toward women's economic empowerment and resilience in international value chains.

Utilize and Adapt Existing BBWEE Materials:

- Review and refine current communication materials.
- Create engaging, informative, and ready-to-use content tailored to different stakeholders.
- Ensure consistency in messaging across all communication platforms.
- Ensure all materials are adapted to fit the needs of diverse stakeholders.

Develop Ready-to-Use Communication Materials:

- Create targeted communication materials for various stakeholders, including businesses, potential funders, and the general public.
- Develop materials such as case studies, success stories, infographics, presentations, and social media content, following the Women Win branding and guidelines.
- Provide support with sharing materials on Women Win's existing platforms: website, Gender Responsive Due Diligence platform, learning playground, and social media platforms.

Stakeholder Engagement:

- Engage both Dutch and Kenyan (business) partners to understand the impact of the programme's implementation and collect best practices to communicate.
- Tailor communication efforts to influence businesses in the floriculture sector and the wider private sector.

- Demonstrate the added value of collaboration between private sector entities and women's rights organizations.

SCOPE OF WORK

To better understand the scope of work, it would be useful to understand the current materials developed within the programme.

- Podcast series (5 episodes) about Women in Leadership
- 9 videos about programme implementation
- 15-20 articles about topics related to women's economic empowerment
- 10 case studies consisting of best practices
- 90 harvested outcome statements from programme implementation
- [Gender Responsive Due Diligence platform](#)
- Research report on Women in Leadership

These materials will have to be analyzed, merged and (some) rewritten to fit within the communication strategy and shared with an external audience. Additionally, we expect some of the results from this year's implementation and earlier harvested outcomes to be used in new communication materials. Exact deliverables will be agreed upon at a later stage and adjusted according to the new communication strategy.

QUALIFICATIONS

- Proven experience in communication roles within NGOs, particularly those focused on women's rights and economic empowerment.
- Strong strategic planning and implementation skills.
- Ability to create and adapt communication materials for diverse audiences.
- Fluency in English and preferably Dutch.
- Excellent storytelling and content creation skills across various media.
- Familiarity with the private sector, especially in influencing business practices and policies.

DELIVERABLES

- A comprehensive strategic communication plan for the BBWEE programme.
- Refined and adapted existing communication materials.
- A suite of new, ready-to-use communication materials tailored for specific stakeholders.
- Regular progress reports and a final report summarizing the outcomes and impact of communication efforts.

APPLICATION

Interested candidates should submit their CV, a project proposal and budget by June 10th 2024. Applications should be sent to Nada van Schouwenburg (n.vanschouwenburg@womenwin.org)