

CONSULTANCY / EXPERT REQUEST

Consultant to manage advocacy campaigns:

1. *It Takes a World to End Violence against Children*
2. *ENOUGH for Hunger and Malnutrition*

Location:	Ulaanbaatar, Mongolia		
Duration:	Start date:	2024.03.11	End date: 2024.09.11
Number:	1		
Types of contract:	Individual Consultant		
Workers Comp Code:			
Total Budget T-Code:	19,200,000 MNT for 6 months/ S2301		
Reporting arrangement:	Reports to the Communications Manager		
Performance estimation:	by deliverables every month		
Asset needed:	Yes		
System access:	Yes		
Email access:	Yes (charge 18 USD per user/year)		
Provision access:	Yes		
Concur access:	Yes		

1. GENERAL

With a vision to build a world where every child enjoys enough nourishing food so they can thrive, World Vision is addressing the problem of millions of children in the world who are being forced to go without food and of millions more who are malnourished, through our new global campaign ENOUGH.

Accordingly, over the next three years, World Vision will unite and intensify its efforts in an unprecedented global campaign to mobilise citizens and powerholders to create a world where every girl and boy enjoys enough nourishing food to thrive. With our largest ever global humanitarian response targeting hunger, historical leadership in nutrition, existing faith partnerships, ability to amplify children's voices and mobilise communities, and strong marketing, communications and grant investments around this issue, we aim to impact 125 million children by 2026.

The ENOUGH campaign will have two main goals: 1) We want hungry and malnourished girls and boys to be more visible, heard and prioritized in policy and funding, and 2) for children to be better fed, nourished, and resilient.

To achieve these goals, World Vision's Field Offices, including World Vision Mongolia, should run the campaign in their countries, considering the pressing issues in the country context, the policy gaps, and the internal resources and capacity and contextualizing their national campaign based on their national strategy, capacity and resources.

With this purpose, WV Mongolia wants to hire an individual consultant whose assignment aims to prepare well to successfully mobilize the ENOUGH campaign with the supporters, children & youth, communities, teachers, religious leaders, and staff.

2. PURPOSE AND OBJECTIVES OF THE CONSULTANCY SERVICE

The expected objectives of this Consultant's assignment are:

1. WV Mongolia's design of the national campaign is based the solid analysis of the national context, NO priorities, and capacity and developed the campaign implementation plan
2. End the previous campaign, "It Takes a World to End Violence against Children," by successfully implementing the Be Friend public campaign nationwide.

2. TASK AND RESPONSIBILITIES

The Consultant will receive in-depth guidance from the WV Mongolia Communication manager and technical support from the Program Quality department.

The Consultant is supposed to perform:

1. A desk review of the relevant international, regional, and national legislative and policy documents and available publications/reports pertinent to hunger and malnutrition
2. Developed the Theory of Change and designed the ENOUGH campaign narrative proposal and its log frame, which aligned with WV Mongolia country strategy
3. Regular consultations with the Regional advocacy lead of WVI
4. Campaign branding and communications resources are prepared as per global campaign branding guidelines
5. Manage the "Be Friend" public campaign nationwide with the collaboration of stakeholders under the guidance of WV Mongolia Communication Manager and Child Protection and Participation Specialist
6. Develop and implement a digital engagement strategy and content plan to promote the two campaigns and contribute to achieving their goals in terms of awareness raising, target audience engagement, behavioral change, and policy influence
7. Coordinate the production of high-quality and compelling content to position and showcase the impact of the two campaigns for all of WV Mongolia's digital platforms as well as media engagement purpose
8. Follow up the "Be Friend" campaign's long-term impacts on policy change with relevant partners and measure the benefits for most vulnerable children
9. Provide weekly updates about campaign results to WV Mongolia Communication Manager and East Asia regional advocacy lead
10. Provide technical support to the WV Mongolia Area programs on annual data Advocacy Strategic Measurement
11. Provide technical support and collaborate with the local funding campaigns regarding advocacy and child participation in increasing the impact of local fundraising.

The Consultant will work both from home and at the office. The Consultant will directly report to WV Mongolia Communication Manager and will be supported by the Program Quality department.

The Consultant will be engaged for this assignment for six months, from 11 March – 15 September 2024.

4. EXPECTED DELIVERABLES

The following tasks need to be accomplished with expected deliverables by the tentative deadlines, and based on these deliverables, the consultancy service fee will be paid once a month.

	Tasks and activities	Deliverables	Tentative timeline and period
1	A desk review of the relevant international, regional, and national legislative and policy documents and available publications/pertinent reports to advocacy campaign	<ul style="list-style-type: none"> - Understand the WV global strategy of ENOUGH campaign - Understand the context of Mongolia in hunger and malnutrition - Policy Mapping 	Two week
2	Develop and finalize the ENOUGH campaign Theory of Change, the narrative proposal, and its log frame, which aligned with WV Mongolia country strategy	<ul style="list-style-type: none"> - Theory of Change - Campaign design narrative - Campaign implementation plan with Log frame 	Eight weeks
3	Attend regular meetings, webinars, and calls that are conducted by global, regional and national offices.	<ul style="list-style-type: none"> - Have regular updates about the campaign and learn from other's experiences 	When nessecarry

4	Develop an implementation plan for the "Be Friend" public campaign at the national level.	- Campaign implementation plan which the Communication manager approves	Two weeks
5	According to the implementation plan, organize and implement the children-lead Be Friend campaign with a wide range of partners and stakeholders.	• Weekly update about campaign results to WV Mongolia Communication manager and East Asia regional advocacy lead	Six weeks
6	Complete the campaign's final report with high quality and share it with the relevant stakeholders.	• Be Friend campaign's final report is of high quality, which the Communication Manager approves.	Two weeks
7	Prepare campaign branding and communications resources per global campaign branding guidelines.	• A fact sheet with campaign results will be shared with the partners	Two weeks
8	Develop and implement a digital engagement strategy and content plan to achieve campaign goals.	• A digital engagement strategy with concrete content and execution plan tailored for target audiences to result in an increased level of awareness, engagement and expected change	Two weeks
9	Coordinate the production of high-quality content for public engagement and media engagement purposes.	• Regular content throughout the life cycle of the two campaigns. Packaged for different digital channels and media partners to engage target audiences and stakeholders in WV Mongolia's campaigns and causes	Regular and throughout the span of the two campaigns
10	Follow up the campaign's long-term impacts on policy change with relevant partners and measure the benefits for most vulnerable children	# of MVC who benefited through policy change	
11	Provide technical support to the WVM Area programs on annual data Advocacy Strategic Measurement report	ASM report	When nessecarry

5. QUALIFICATIONS / EXPERIENCE

According to expected deliverables from the Consultant, the following qualifications and experiences will be in hiring and contracting.

Enabling skills

These include the ability to:

- Sophisticated writing skills and the ability to develop documents (proposals, logframe, plans etc.)
- Ability to develop content for PR and advocacy purposes
- Analytical skills
- Research skills (Apply research methodologies, use of analysis tools, ability to conduct focused questioning)
- Accurately identifies key legal and factual issues
- Conduct negotiations in a government environment that result in successful outcomes
- Strong communication skills and ability to deal with stress
- High level of both reading and writing skills in Mongolian and English, including speed reading, skimming, scanning

Other:

In addition, the Consultant is required to have the following experiences.

- Master degree in social work, law, psychology, or other related science

- More than three years of experience in child protection and participation
- Experience in conducting advocacy campaigns with a wide range of partners
- Proven track record in developing similar products, reports, and training modules
- Experience working with government agencies, INGOs, UN agencies, and local NGOs.

CONTENT OF PROPOSAL

The potential contractor are expected to submit a quotation proposal based on these Terms of Reference.

The proposal should consist of:

- CV that includes the experiences of previous work on similar projects and clients in last 5 years
- Monthly based consultancy service fee based on key deliverables
- Supplier Profile Form

Prepared by

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Approved by

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