

Terms of Reference

Advocacy Consultant

BACKGROUND

Terre des hommes (Tdh) is the leading Swiss child relief agency. The Foundation has been helping children in need for over 50 years, defending their rights regardless of their race, creed or political affiliation. In over 35 countries, Tdh protects children against exploitation and violence, improves children's and their mother's health and provides emergency psychological and material support in humanitarian crises.

Terre des hommes is committed to promote and support meaningful and lasting change in the situation of children, particularly the most vulnerable, to improve their well-being and the exercise of their rights.

One of the principles of action is to improve national child protection systems, with a focus on protection frameworks and coordinated multidisciplinary responses against any form of child rights violations.

In all its thematic of interventions, Tdh seeks better access for marginalized children to the full range of their rights, including health, education, well-being and participation. It contributes thus to social inclusion policies undertaken or foreseen in the region.

In Romania, Tdh has been active since 1992. For the past few years, the delegation has been working on three main intervention areas: (1) Strengthening child protection and juvenile justice systems, (2) Protection of children affected by migration/trafficking, and (3) Social inclusion of vulnerable groups such as Roma minorities. Every year thousands of children and their families benefit from projects implemented either at a national or regional level.

Terre des hommes (Tdh) in Romania is promoting the protection of children in all its projects. We focus on advocating for children's rights, such as the right to participation, to be protected from abuse, trafficking, and exploitation, to respecting their rights in justice systems and their rights to have access to social services, education, health care etc.

The efforts of Tdh in Romania are interconnected with two policies which aim at promoting and protecting children's rights and at reducing inequality and facilitating social inclusion: National Strategy for the Protection and Promotion of Child Rights 2014-2020 ; National Strategy on Social Inclusion and Poverty Reduction for the period 2015-2020.

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zefiR – Together for Empowerment

The project is co-financed by a grant from Switzerland through the Swiss Contribution to the enlarged European Union.

Goal: To reduce disparities between Roma, other disadvantaged groups and the majority population in a sustainable and tangible way, contributing to the social inclusion of minorities.

The project aims to promote the inclusion of Roma and other vulnerable groups by working in three main areas: education, access to health, and housing. The approach is based on community development and relies on both bottom-up needs identification and integrated support. The intervention is multi-sectorial and integrated and it is implemented by a Consortium of 8 partner organizations with different areas of expertise. Since 2013, the beneficiaries and the other members of the 12 communities have been involved directly in all stages of the implementation, from the participatory analysis of the community needs, to the impact assessment, with wide participation of all interested stakeholders

OBJECTIVES AND TASKS:

The consultant will work under the zefiR programme, however the holder of this position will need to consider the fact that there will be two joint national advocacy campaigns supported by 3 consortia members and will need to collaborate with representatives of NGOs which are spread across 8 counties.

- The overall objective of the consultancy will be the development and implementation of two advocacy and communication campaigns in the priority areas defined by Terre des hommes within the framework of the above mentioned project with a focus on two respective areas: education and community integrated services.

Education:

The campaign would translate into national norms the experience held by the consortia, both in terms of educational services in schools and in terms of support services in day-care centres. It would create the opportunity for all such services provided by NGOs in Romania to have higher quality and to become easier to get funded.

Tdh is one of the organisations from the three consortia contributing to this campaign.

Community integrated services:

The campaign will introduce programme experiences as good practices for community integrated services. It will focus on an intersectorial approach in providing services to vulnerable groups.

Within the three consortia, Tdh is the organisation leading the campaign.

The consultant will be responsible for undertaking the following **tasks**:

- Participate in the field data collection, depending on needs
- Collect and collate project data, analyse results, opportunities, challenges, good practices and lessons learned within zefiR project and use them to inform the advocacy campaigns
- Recommend strategies, tools

- Participate in Skype meetings with consortia members and campaign supporters
- Contribute to the development of joint analysis and policy positions in collaboration with colleagues from Tdh and with partners from the other organisations (based on the division of labour between consortia members)
- Initiate direct and participate in discussions with decision makers at national level but also at local and county level, depending on needs
- Recommend key communication messages, draft speaking points and briefings and generally support the public communication for the two campaigns

The consultant will be supervised by the Child Protection Programme Coordinator & Advocacy Officer and will be working closely with the zefiR Programme Coordinator.

METHODOLOGY:

The following methods are expected to be used:

1. Literature and desk review of relevant documents including legislative updates and policy analysis
2. On-site visits at the projects implementation locations
3. Interviews with relevant stakeholders
4. Development of tools / necessary materials for the advocacy activities, including a project capitalisation package
5. Conducting meetings with decision makers
6. Support the organisation of public communication campaigns on the two topics

DELIVERABLES:

To be submitted by the consultant:

- Necessary tools / materials for advocacy activities (developed in digital format).
- Two research reports
- Two public policy documents
- Sections for the capitalisation package according to the internal task division
- Feedback for the documents developed for the campaigns

Deliverables should be submitted in Romanian or English, as agreed with Tdh beforehand.

Knowledge, Attitude and Experience Required:

- Extensive work experience and proven record in advocacy, policy, campaigns, strategic management.
- Experience of supporting NGOs or partners to drive change at national level
- University degree in Human Rights, Social Sciences, Communication, Public Policy
- Experience in social services and education advocacy related projects.
- Experience of coalition building and resource mobilisation desirable
- Ability to facilitate discussions and adapt discourse to a variety of stakeholders
- Excellent analytical and writing skills

The starting date of the assignment is 27th of April 2018 and the end date is 30th of September 2018. We expect the assignment to involve approximately **70 working days**. The timeline and work plan will be defined together with the advocacy advisor in the beginning of May.

The application package should include the following documents:

- A Letter of Interest highlighting their experience in similar areas of work
- CV in English
- With the application package, the applicant should provide a clear indication of required **expected fees** for their work, representing the total organisational costs for Tdh.

***The applicant must also indicate their tax status (individual/company).**

All persons working with Terre des hommes will have to comply with our Child Safeguarding Policy which they will be required to sign.

How to apply:

Qualified applicants should submit their application package to the following email address vacancy@tdh.ro by 18th of April 2018. Please reference “Advocacy Consultant and your full name” in the subject line.