

TERMS OF REFERENCE

CONSULTANT TO FACILITATE ADVOCACY WORKSHOP/TRAINING ON CREATING THE COUNTRY PROGRAMME ADVOCACY STRATEGY

Organisation/Agency: People in Need

Consultancy Assignment: One day-long workshop for People in Need's Communication Officers on creating a country programme advocacy strategy

Qualification and experience: Advocacy specialist/consultant

Assignment Location: Prague, Czech Republic

Date: 31/10

Working language: English

Reporting To: People in Need's Communication Officer

Final date for application: End of August

BACKGROUND

People in Need

People in Need is a non-governmental, non-profit organisation founded on the ideals of humanism, freedom, equality and solidarity back in 1992. It gradually established itself as a professional humanitarian organisation striving to provide aid in troubled regions and support adherence to human rights worldwide. Throughout our 30-year existence, we, People in Need, have become one of Central Europe's most prominent non-profit organisations. In addition to humanitarian aid and human rights, we now target education and help people living in social exclusion.

Relief and Development Department of People in Need

Since the 1990s, we have provided humanitarian aid to people in need, whether in war zones, areas affected by natural disasters, or trapped in the vicious cycle of poverty. Over time, we have also begun to address long-term problems abroad, such as the lack of access to quality education and health care and environmental degradation. Our Relief and Development Department (RDD) operates in over 20 countries; each year, we carry out projects worth millions of euros that help hundreds of thousands of people in disadvantaged areas of the world.

CONTEXT

Our Communication and Advocacy Department is organising one week-long capacity-building training for twenty Communication Officers. These officers come from our country programmes in Africa, the Middle East, Europe and Asia. Their experience with advocacy varies from beginners to high-level professionals working in the humanitarian

sector in various communication/advocacy positions for several years. Participants come from various contexts running from purely humanitarian contexts with active wars/conflicts like Ukraine, Syria and DRC to development contexts like Cambodia, The Philippines and Zambia.

OBJECTIVES

CAD, together with the consultant, aims to prepare one day-long workshop focused on:

- 1) Developing an advocacy strategy for various contexts.
- 2) Part of the training should be dedicated to the theory and use of various advocacy tools.
- 3) Part of the training should be dedicated to group work, with participants split into working groups according to contexts and developing part of an advocacy strategy for concrete context/country programme using the advocacy tools learned.
- 4) The day will be concluded with a case study from Ukraine delivered by the Head of Communications and Advocacy Department of People in Need in Ukraine.

KEY DELIVERABLES

- 1) Advocacy Workshop report with evidence of improved skills and knowledge.
- 2) Soft copies of the training materials used.

INTENDED OUTCOMES

The aim of the training is that the participants will be able to:

- 1) Facilitate the creation of an advocacy strategy in their respective missions using relevant advocacy tools.
- 2) Describe the context, formulate the problem and identify pillars of advocacy and related messages and create a SWOT analysis.

QUALIFICATIONS AND EXPERIENCE

Competencies

Good knowledge and understanding of advocacy planning processes.

Functional

Excellent presentation skills and delivery in the training context.

Ability to produce relevant, sharable deliverables on time.

Fluency in English (written & oral).

Proficiency in computer applications (Microsoft Office etc.).

Communication

Strong interpersonal and communication skills.

Ability to converse well with non-native English speakers.

Demonstrated capacity for team orientation work.

Education

Masters level and/or PhD in relevant fields of expertise.

Expertise

At least 5 years of proven experience in advocacy-related work.

At least 5 years of proven experience working with NGOs, INGOs, government

agencies or other organisations and companies on advocacy-related issues.
Experience in conflict areas is desirable.
Experience working with different cultures is an advantage.
Knowledge and sensitivity to political and social contexts in Africa and Asia are advantageous.

WHAT WE OFFER

People in Need covers travel expenses connected with travelling to Prague, two-night accommodation close to the venue and a fee for preparation of the one-day training based on agreement.

HOW TO APPLY

Are you interested in this consultancy? Great. Send us your CV **via our application form**.

Please note only the shortlisted candidates will be contacted. Interviews will be conducted on rolling basis and the vacancy will be closed when filled.

People in Need staff are expected to perform job duties and responsibilities in accordance with People in Need Code of conduct and key policies (available at: <https://www.peopleinneed.net/key-policies-4142gp>).

People in Need is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct and committed to promoting the welfare of children and adults with whom People in Need involves. People in Need expects all staff to perform job duties and responsibilities in accordance with People in Need code of conduct and key policies (available at: <https://www.peopleinneed.net/key-policies-4142gp>). People in Need Staff will undertake the appropriate level of training.

All offers of employment will be subject to satisfactory references and appropriate screening checks, which can include criminal records and terrorism finance checks.

We are committed to ensuring diversity and gender equality within our organisation and encourage applicants from diverse backgrounds to apply.