**Request for Proposals and Terms of Reference for**

**National Communications Consultant**

**Road top Decent Jobs for All Phase II**

**of the International Labour Organization (ILO) in Afghanistan**

* External Collaborator (Excol) contract
* Duty Station: Kabul, Afghanistan
* Languages required: English + Dari or Pashto
* Duration of contract: 14days
* The assignment will commence from 2-15 June 2024

1. **Background**

The International Labour Organization (ILO) is a UN specialized agency dealing with work and workplace issues, and related rights and standards. Its overarching goal is to achieve decent work for all so that everyone benefits from working conditions that offer freedom, equity, security and human dignity. More information about ILO can be found at [www.ilo.org](http://www.ilo.org)

The ILO is implementing enterprise development initiatives in the Northern region of Afghanistan

In order to create better awareness of its work in Afghanistan the ILO Kabul Office is recruiting a Communications Consultant.

1. **Objective**

This consultancy will provide communications support to the R2DJ4All2 to develop and disseminate information on ILO’s work in Afghanistan to potential partners and various stakeholders as part of its efforts to ensure decent work for all.

1. **Responsibilities/Deliverables**

Under the guidance of the Senior Coordinator and working with the Programme Management Team, the Communications Consultant will develop communications products, write and edit content and deliver a range of communications and information products and services. These areas are listed below:

* 1. **Strategic Communications and Content Writing**
* Writing human interest stories, and/or developing visual products to highlight results and good practices generated through ILO supported interventions.
* Writing social media materials as and when required.
* Writing case studies, project fact sheets and other materials as and when required.
* Coordinate with the Project Manager and Team to identify strategic opportunities to increase the visibility of, and advocate for the ILO’s work.
  1. **Outreach and advocacy actions**
* Provide support to development cooperation projects for social media campaigns and outreach campaigns.
* Liaises as necessary with communication focal points from other UN agencies and/or development partners in Afghanistan.
  1. **Translation**
* Translation of communications materials from English to Pashto or Dari and/or checking of translations provided by outside agency.
  1. **Video and photograph**
* Shooting of short video clips and action photographs. In collaboration with project staff, prepares video scripts for voice overs and for subtitles.
  1. **Perform any other tasks as requested by the project manager**

1. **The** **Expected Outputs are as follows:**

* 5 human interest story developed from ILO supported programmes clearly showing project impact. The stories should be of supported MSMEs, entrepreneurs, trainees, and workers
* 1 Case study for an MSME supported over several years.
* 2 articles or press releases prepared and disseminated to media network and posted on ILO Afghanistan website
* 5 messages for social media prepared
* 1 Project brief/factsheet prepared
* 2 posters/banners with project infographics and dashboard prepared
* Assist with video scripts and video subtitles.
* Any other duties as assigned by the project manager

1. **Required qualifications and experiences**

**Education**: University degree in communications, journalism, marketing or other relevant discipline.

**Experience**:

* At least 3 years of proven relevant professional experience in strategic communications, content writing and content production/editing
* Excellent record of accomplishment in implementing strategic communication, including engaging with national and international media and designing and executing advocacy campaigns.
* Experience producing multimedia content including photography and video materials
* Experience producing content and posts for social media platforms
* Knowledge of the working practices of the national media
* Knowledge of translation from English to Pashto or Dari
* Experience using graphic design or video editing programmes an advantage
* Experience of carrying out communications work for the United Nations (UN) or embassies/development organisations is desirable.

**Languages:** Professional working proficiency in English and Pashto or Dari is required

1. **Application guideline**

Please submit your CV, Cover letter, technical proposal along with financial proposal to email [tenders@ilo.org](mailto:tenders@ilo.org) by COB 28 May 2024.