

Consultancy Opportunity – parliamentary briefings and messaging project

Terms of Reference

About Plan International UK

Plan International UK strives to advance children's rights and equality for girls all over the world. We recognise the power and potential of every single child. But this is often suppressed by poverty, violence, exclusion and discrimination. And it is girls who are most affected. As an independent development and humanitarian organisation, we work alongside children, young people, our supporters and partners to tackle the root causes of the challenges facing girls and all vulnerable children.

Background and Objective

As part of our work to advance children's rights and equality for girls, Plan International UK engages with politicians from across the political spectrum to share our experience and expertise from our work in the UK and globally, and use this to promote the best policy outcomes for children and young people. Ensuring that we are using the most compelling and persuasive messages, drawing on our experience and evidence, is essential to maximising our impact.

We are currently going through a process of reviewing and updating our key messaging for use with parliamentarians, which this consultancy will support. This will include through communicating clearly and persuasively the importance of prioritising gender equality and girls' rights globally. Plan International UK is therefore looking to hire a consultant to develop a series of short messaging documents that will inform our communication with parliamentarians.

The messaging review is in the context of in the last few years the creation of the FCDO department, cuts to the ODA budget in 2020 and 2021, and a ministerial reshuffle. Internally, we have a new 3-year framework for our influencing work, and have been considering how we ensure that we are anti-racist and decolonising in our policy positions and messaging.

These documents would mean that all staff involved have a resource to draw on to guide our messaging and tone to maximise the impacts of our communication with parliamentarians and ministers.

We are looking for a consultant to:

- Review existing Plan messaging and key external documents

- Collaborate with team members in developing the overall messages and tone using our evidence-based policy and research work as a basis
- Lead in the development and drafting of a series of briefing documents aligned to the focus areas of our new global influencing framework.

This would entail working with members of the Plan International UK Policy, Advocacy and Research (PAR) team (as well as the wider communications department where relevant) to collate what messaging already exists, develop new messaging where needed and working together at the end to incorporate feedback and amendments.

To note, as a team we are also currently developing and implementing a strategy focussing on anti-racism and decolonisation. There is also wider work happening within Plan International UK on anti-racist language and messaging. This project will need to be in line with the recommendations that were made in the initial audit for that work.

Outputs

Development of briefing papers aimed at parliamentarians including:

- A 2-3 page document of our overall key messaging, which clearly communicates the case to parliamentary and ministerial audiences for prioritising girls' rights and gender equality in the UK's Overseas Development Assistance and foreign policy and related key messages. This will include rights-based messaging as well as an evidence-based case for investment. This will be used as our core messaging document when communicating to parliamentarians.
- Individual briefing papers that are aligned to the specific goals in our new framework focussing on: gender equality, education, sexual and reproductive health and rights, girls' leadership, and girls in humanitarian contexts and the wider humanitarian system.

Suggested methods

- Review of key documents including existing internal policy and political messaging and external policy and statistics
- Informal meetings and discussions with relevant PAR and communications staff
- Meetings with key staff across PAR, and wider communications department where necessary

Audience

- The briefings will be for PAR colleagues to use when liaising with parliamentarians and so will be shared externally.
- The messaging document will be for internal use and will inform our messaging and approach in outputs such as letters to ministers and media statements.

Timeframe:

- Across November/December 2021 (to start ASAP).

Skills and Qualifications

- Excellent understanding of advocacy, public affairs and liaising with parliamentarians and ministers from across the political spectrum, including current political debates and stances.
- Significant experience in developing messaging including written communications for a range of political audiences
- Ability to understand and integrate the importance of anti-racism and decolonisation in communications and messaging including in relation to international development
- Ability to deliver on tight time frames and meet deadlines

Budget

TBD - expected to be maximum of 12 days' work

Application Process

Plan UK welcomes a response to these Terms of Reference, with a CV and short written statement including:

- The consultant(s)' suggested approach including timescales and costs
- A short capability statement demonstrating how they meet the required qualifications and competencies
- Examples of any relevant previous work you would like to include
- Copies of all relevant Curriculum Vitae (CVs). Only CVs for the specific individuals that will form the proposed team should be included.
- Two references - including one from your last client/ current employer or contractor. We will not contact these without your prior knowledge.

Responses should be sent to: ngaire.reynolds@plan-uk.org and amelia.whitworth@plan-uk.org no later than Friday 26th November. Remote interviews will be conducted the following week