Contractor Opening No.: ITC/CIC/138/2023

Date: 6 July 2023

The International Trade Centre is looking for a:

**SheTrades GRPP Communications & External Relations Consultant**

<table>
<thead>
<tr>
<th>Division/Section:</th>
<th>Division of Sustainable and Inclusive Trade, Women, Youth and Vulnerable Communities Section (DSIT/WYVC)</th>
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<tbody>
<tr>
<td>Type of assignment:</td>
<td>International Consultant</td>
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<td>Type of contract:</td>
<td>Delivery contract</td>
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<td>Duty Station:</td>
<td>Home-Based</td>
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<td>Duration of assignment:</td>
<td>24 July 2023 – 20 October 2023 (65 work days)</td>
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<td>Application period:</td>
<td>06.07.2023 – 18.07.2023</td>
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**Terms of Reference**

**BACKGROUND**

The International Trade Centre (ITC) is a joint agency of the United Nations and World Trade Organization based in Geneva. ITC’s mission is to enable small business export success in developing and transition-economy countries, by providing, with partners, sustainable and inclusive development solutions to the private sector, trade support institutions (TSIs) and policymakers.

The International Trade Centre launched the SheTrades initiative to create an ecosystem of integrated solutions that empower women economically through greater integration in trade and investment. The Initiative ensures that the right capacities and conditions are present for women to trade and that they are supported by an ecosystem of market partners and effective support organizations. At the same time, SheTrades works to remove inequalities in the trade policy space that hinder women’s participation.

**OBJECTIVE**

The SheTrades: Promoting Gender-Responsive Public Procurement for Agricultural Products project aims to deliver innovative solutions to help women in agricultural value chains benefit from government procurement opportunities.

Target beneficiaries and partners include women entrepreneurs, governments, women’s business associations, and research partners. Project activities include an awareness campaign, creating knowledge resources on leveraging inclusive procurement strategies for economic development, analysis of barriers and opportunities for women’s participation in public procurement in agricultural value chains, training for women and government stakeholders on identified opportunities, creating national-level dialogues, and sharing of experiences and good practices across countries. Initial activities will be global in nature, with subsequent in-country activities taking place in 3 selected BMZ/GIZ priority countries.

**DESCRIPTION OF DUTIES/RESPONSIBILITIES**

The incumbent will work for ITC’s Women and Trade Programme (SheTrades Initiative) under the direct supervision of the SheTrades Associate Economic Affairs Officers, and under the overall guidance of the Head of SheTrades Initiative.
The Consultant is expected to perform the following duties:

- Organize, monitor, and implement awareness-raising and public relations campaigns under the SheTrades GRPP Project, as well as associated GRPP initiatives. This campaign will be conducted through social media, in-person/hybrid/virtual events, and other communications channels;
  
  i. Prepare, review, and edit project-related documents such as concept notes, official letters, etc;
  
  ii. Mobilise, coordinate and monitor onboarding and participation of stakeholders;

- Manage the drafting, editing, scheduling, and publication of content on various digital platforms (i.e., social media and ITC corporate platforms) in accordance with established guidelines of SheTrades and ITC. The consultant is also expected to suggest and implement strategies to improve the project’s online visibility and engagement;

- Monitor and regularly update the project’s webpage (i.e., news updates, captions, communications materials and reports, and other associated multimedia products);

- Provide support with monitoring and evaluation for donor reporting;

- Conceptualize and prepare graphic assets and design briefs, in close collaboration with other consultants (e.g. graphic designers, editors, etc) engaged by the project;

- Coordinate logistical needs of events organized under the project (i.e., interpreters, translators, etc);

- Use and uphold the standards set out in the ITC Style Guide, acronym list, terminology database and formatting templates as well as branding guidelines established by the ITC SheTrades Initiative;

- Draft various written outputs (i.e., op-eds, press releases, speeches) where necessary, including the conducting of research, where applicable.

The Consultant is obliged to provide full access to ITC external and internal auditors to documents and information. In addition, the contractor shall comply with any audit undertaken in line with the financial regulations and rules of the United Nations.

*Copyright Clause: The Consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC. Should any license fee be due for the use of copyrighted materials of third parties, the Consultant shall request prior written permission from ITC. S/he has further to ensure to obtain accreditation to event(s), if required.*

**EXPECTED OUTPUTS AND TIMELINES**

**Output 1 by August 18, 2023**

- Prepare, review and edit one concept note related to the project launch workshop, using template and incorporating feedback and inputs provided by the project;

- Support the mobilization of stakeholders for the project launch workshop, using social media and publication of press release and op-ed;
• Prepare, review, and edit a maximum of six written products (i.e., one press release, two speeches, one op-ed, one panel script, one speaker’s brief), incorporating feedback and inputs from the project;
• Prepare one design brief for a maximum 8-page GRPP brochure, and coordinate translation into French and Spanish languages;
• Prepare a communications workplan, including type of multimedia products planned, intended rollout dates, incorporating feedback from the project supervisors;
• Prepare and/or edit up to two 20 to 28-page slide decks, based on branding guidelines established by ITC SheTrades and incorporating feedback from the project supervisors;

**Output 2 by September 15, 2023**

• Organize a maximum of two online/hybrid/on-site awareness-raising events on GRPP (i.e., concept note, agenda, logistics, coordination with speakers, etc.);
• Prepare content for GRPP project page on ITC’s website, including images, infographics, project-related information;
• Prepare four written outputs (i.e., concept note, panel script, speakers’ brief, and speech) for the project’s participation at a high-level event in Geneva;
• Prepare and review up to two 20 to 28-page slide decks in preparation for an online webinar series;
• Create at least three digital assets for publication on ITC’s online platforms (i.e., digital card, image carousel, GIFs, Instagram Stories, etc.);
• Monitor the implementation of communications workplan, ensuring timely delivery of project activities.

**Output 3 by October 20, 2023**

• Prepare three sets of two concept notes for in-country workshops and policy dialogues; additionally, prepare evaluation and registration forms in preparation for the abovementioned;
• Provide logistical and administrative support in preparation for four events, in collaboration with external stakeholders;
• Create at least four digital assets for publication on ITC’s online platforms (i.e., digital card, image carousel, GIFs, Instagram Stories, etc.);
• Prepare one maximum 800-word web story summarizing project activities and achievements;
• Prepare two written outputs (i.e., press release and speech) in relation to the GRPP project;
• Liaise with high-level government officials and institutions to support GRPP’s awareness-raising efforts.

**TRAVEL:** No travel required.
**REQUIREMENTS**

**EDUCATION:**

Bachelor’s degree in marketing, communications, journalism, or any related field; Extensive relevant experience may be accepted in lieu of the bachelor’s degree.

**REQUIRED EXPERIENCE:**

At least 4 years of previous experience in the fields of communications, journalism, external relations or any other related fields.

**ADDITIONAL EXPERIENCE:**

Experience with graphic design and video editing software (i.e., Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Canva, etc.) is desirable.
Experience in events management is desirable.
Previous experience in producing communications materials on gender-related issues is desirable.

**SKILLS:**

Excellent written and oral communication skills. Accuracy, flexibility and ability to work under pressure and tight deadlines. Strong research and analytical skills. Excellent use of Microsoft Word software and its functionalities. Familiarity with ITC and UN terminology practices. Previous exposure to gender-related trade issues and/or regional and global value chains is an advantage.

**LANGUAGE:**

Fluency in English, both spoken and written, is required. Knowledge of either French or Spanish is an advantage. Outstanding knowledge of grammar and syntax in English is required.

ITC champions workforce diversity, inclusion, gender equality and gender parity and considers all qualified persons - of all genders - equally, including those with disabilities, without discrimination or prejudice of any kind.