

## TERMS OF REFERENCE

<b>Consultant for strategy and communication plan</b>	
<b>Location:</b>	Brazil – remote
<b>Deadline for application:</b>	December 16th
<b>Type of contract:</b>	Special Service Agreement (SSA) - retainer
<b>Level / grade:</b>	Local consultant
<b>Language(s) required:</b>	Portuguese and English
<b>Expected start date:</b> (date on which the candidate should begin working)	January 2th
<b>Expected end date:</b>	January 31st
<b>Context</b>	
<p>UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.</p> <p>Brazil ratified key human rights treaties such as the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), the Belem do Pará Convention, and the Convention on the Elimination of Racial Discrimination (CERD). Brazil is also signatory of key normative human rights and development instruments such as the Beijing Declaration and Platform for Action, the Durban Declaration and Programme of Action and the Declaration on the Rights of Indigenous Peoples. In September 2015, Brazil joined the international community in the adoption of the 2030 Agenda for Sustainable Development, committing with the implementation of the 17 Sustainable Development Goals (SDGs), including SDG 5 “Achieve gender equality and empower all women and girls”.</p> <p>Since the democratization process in the 1980’s until 2016, when Brazil faced a major political, economic and social crisis, significant advances on policies for ending violence against women were achieved. The first specialized care service for women subject to violence was created in 1985. In 2005, the national hotline called “Ligue 180” was created, to provide information on rights and public services for women. The national policy on ending violence against women (2007) was consolidated in specific implementation plans. In addition, the National Pact to End Violence against Women (2007) defined the division of labour of governments at all levels (federal, state and municipal levels) to implement the National Policy. In 2013, the Women Living Without Violence Program was created to expand and integrate public services for women subject to violence.</p>	

The Brazilian normative apparatus has advanced mechanisms to deal with violence against women and girls. Law 11.340/2006 (Maria da Penha Law) provides numerous elements of prevention and assistance to victims, in addition to those related to the punitive response to the phenomenon of domestic violence. The National Congress has approved several laws addressing violence against women, mostly changing criminal law or procedures to investigate crimes or to reinforce effectiveness of protection measures, but there is not a comprehensive bill of law addressing all forms of gender-based violence.

Despite significant progress in the past decades, Brazil continues to witness extremely high rates of violence against women and girls. Rates of feminicides, intimate and domestic partner violence, and sexual violence have increased, affecting mostly black and indigenous women, the most vulnerable because of intersection with race and class discrimination. They also face more obstacles to access justice and public services in general. As a heritage of slavery, racism is one of the major causes of inequalities in Brazilian recent democracy. The Afro descent population is the most affected by violence and poverty and face all sorts of discrimination in accessing their rights.

In 2018 4,254 women were killed in the country (a reduction of 6.7% in relation to the previous year). The homicide rate of black women is 71% higher than that of non-black women (2017). Of the total, 1,173 are feminicides (number greater than registered in 2017, still underreported). It corresponds to over 40% of the total feminicides' official information for 19 countries in LAC, according to Gender Equality Observatory for Latin America and the Caribbean from CEPAL. The rates of sexual violence rates are also very high: in 2017 60,018 rape crimes were reported to the police (an increase of 8,4% from 2016) and studies caution it corresponds to only 10% of the total. Although violence against white women has declined, violence against black women has increased. The Youth Vulnerability Index (2017) indicated that violence highlights that the relative risk of homicide of a young black woman is 2.19 times that of a young white woman. Cities in the North and North-East regions have the highest youth vulnerability rates – 46.8% and 42.3%, respectively. Regarding violence against indigenous women, according to the National Secretariat for Indigenous Health (2018), the total reported violence against indigenous people between 2007 and 2017 represent 0.78% of all reported violence in Brazil, which is high, considering indigenous population in Brazil corresponds to less than 0.5% of the total. From the total of reported violence against indigenous peoples, over 60% of victims were women. Indigenous women were victims in 84% of cases of sexual violence and 72% of cases of psychological / moral violence. The likely perpetrator of aggression was male in 68% of cases. Data indicates that violence against indigenous women present a similar pattern to the violence against non-indigenous women in Brazil.

UN Women contributes with innovative prevention and response strategies to end violence against women and girls (EVAWG). UN Women leads the inter-agency campaign UNiTE to End Violence against Women and Girls, and promotes formal and non-formal education curricula that challenge gender stereotypes. A model intervention to empower girls through sports in Rio de Janeiro in parallel to the 2016 Olympic Games is being replicated in other states throughout the country. UN Women advocates for, and provides technical assistance to implement the National Guidelines to Investigate, Process and Judge Feminicide in all 27 states, and supports national and sub-national authorities to implement Maria da Penha Law and other laws and policies, including essential services to end violence against women and girls.

UN Women Brazil Country Office is looking for a consultant with expertise in communication strategies and plans to provide technical assistance to a new project in ending violence against women and girls, which requires specific skills and experience in online and offline security and communications.

### Duties and Responsibilities

Under the supervision of the EAW project manager, the consultant will conduct the following activities, to be further defined in her/his work plan(s):

1. Review context in which the project is to be implemented; Discuss key features with UN Women team; Map stakeholders and other potentials beneficiaries of the project;
2. Define the overall goals, communications and visibility of the objectives of the project, respecting the fact that it is part of UN Women portfolio, and the need to meet specific requirements in observation of the complex context of violence against women;
3. Develop the communications strategy of the project with a view to guide team, partners and relevant stakeholders and considering the roles and responsibilities of each part;
4. Develop a plan to implement the communication strategy;
5. Provide the necessary guidelines for the team and partners aiming at creating an extremely safe internal and external communication environment and actions;
6. Define the foundations and type of content for online communication to be used with external and internal publics based on the analysis of the project’s description;
7. Indicate the type of content to be directed/ disseminated/ shared in the different channels and platforms of the project;
8. Provide inputs to advocacy and knowledge building that can be leveraged by the communications plan;

### Deliverables, schedule and payments

Product	Timeframe	Payment schedule
1. Develop a communication strategy based on context in which project is to be implemented, defining specific overall goals of the communication plan;	Ten days after the beginning of the contract	0%

2. Develop a plan to implement the communication strategy following UNW team guidelines;	20 days after the beginning of the contract	100%
		<b>100%</b>
UNW team will review, approve and send the payment until 10 week days after receipt of invoice and acceptance of the deliverable.		

### Travel and Inputs

Travel to Brasilia may be required, in which cases UN Women will be responsible for covering related costs.

Inputs for the consultancy, such as equipment and workplace will be the responsibility of the consultant.

### Recruitment Qualifications

#### **Required:**

#### **Education:**

Bachelor or master's degree or equivalent in Communications, Political or Social Sciences or related field.

#### **Experience:**

At least 5 years of experience with communication strategies and communications plans.

At least 5 years of experience with digital communication and safe data content.

#### **Languages:**

Fluency in Portuguese and English.

#### **Desirable:**

Experience with cyber security.

Experience in risk analysis of social media.

Experience with gender and human rights projects.

Experience with communication in prevention of violence against women and girls.

### Selection

Applications will be evaluated by the following criteria:

Criteria	Weight
Experience with communication strategies and communications plans.	30
Experience with digital communication and safe data content.	20

Experience with communication in prevention of violence against women and girls.	20
Experience with cyber security	10
Experience in risk analysis of social media.	10
Experience with gender and human rights projects.	10
<b>Total</b>	<b>100</b>

### Selection process

**First phase:** Shortlist of the applications based on the required qualifications.

**Second phase:** Analysis of the applications by a Selection Committee. Classification based on the criteria.

**Third phase:** Interview.

At the end of the last phase, the selected applicant should provide the following documents:

- Copies of the diplomas and certificates listed in the P11 form.
- Copies of the RG and CPF, or other identity document with picture and signature.
- Evidence of the ownership of a bank account.
- Vendor form completed and signed.

### Applications

Applicants must send the following documents:

UN Women Personal History Form (P11) completed or CV.

Financial proposal, including the value of the products, in Brazilian Reais.

Send to [unwomenbra.hr@unwomen.org](mailto:unwomenbra.hr@unwomen.org) until 16th December 2019. Indicate in the subject line: "Communication Plan Consultant"

Applications with incomplete documentation will be not be considered.

Due to the large number of applications received, only the selected applicant(s) will be notified.

### Observations

Applicants with employment in public institutions will need to present evidence of leave without pay.

Applicants must not be related (mother, father, sister, brother, son or daughter) to United Nations staff members.

Applicants must be Brazilian nationals or have permission to work in Brazil.