

GENERAL INFORMATION

Title of Consultancy: Pacific Social Media and Digital Campaigning Trainer

Application Closing Date: 1st October 2021

Consultancy Start and End Date: 11th – 29th October 2021

Location of Consultancy: Remote – Preference for those based in the Pacific

BACKGROUND

Transparency International (TI) is the global civil society organisation leading the fight against corruption. Through more than 100 chapters worldwide and an international secretariat in Berlin, Germany, TI raises awareness of the damaging effects of corruption and works with partners in government, business, and civil society to develop and implement effective measures to tackle it.

TI regularly conducts the Global Corruption Barometer (GCB), measuring peoples' perceptions, experiences, and attitudes towards corruption across the world. As part of the 10th edition of the GCB, TI has conducted a Pacific survey covering 10 Pacific Island Countries, to be launched in November. In the Pacific, TI has chapters and contacts in Australia, Fiji, Kiribati, New Zealand, Papua New Guinea, Solomon Islands and Vanuatu, who will use the report to support their national advocacy.

The Transparency International Secretariat (TI-S) is seeking a consultant to build the capacity of the chapters in the Pacific in social media, digital campaigning and using data to support advocacy around the Pacific GCB. This support will enable Chapters in the region to further develop their digital advocacy and enhance its effectiveness in promoting the GCB results and leveraging them to engage with the government and other key stakeholders to drive meaningful change in anti-corruption.

OBJECTIVES

- Map the capacity of Pacific chapters in social media and digital campaigning, along with available data on usage patterns, constraints and access considerations for social media in these countries.
- Develop and deliver a training plan (to ideally include a virtual activity-based workshop, test actions participants will take to trial approaches on their own channels, and a review of lessons from the testing phase) to enhance the social media and digital campaigning capacity of the chapters and support them to effectively engage with the upcoming GCB results online.

EXPECTED DELIVERABLES AND TIMELINE

- Inception Report (0.5 day)
- Assessment of capacity (1.5 day)
- Training Plan, including any presentation (3 days to develop, 1.5 days to deliver in third week of October)
- Follow up support and training report (up to 3 days)

All presentations and reports should be submitted in English, in electronic form, in accordance with the deadlines stipulated above. The Consultant is responsible for editing and quality control of language. The TI Secretariat retains the sole rights with respect to all distribution, dissemination, and publication of the deliverables.

SELECTION CRITERIA

The Consultant should have the following qualifications:

- Significant experience in digital communications, social media and planning and executing digital communications campaigns in the Pacific.
- Strong understanding of approaches to digital advocacy in the Pacific, including how to integrate engagement with both traditional media and social media audiences within an overarching campaign.
- Excellent cross-cultural communication and capacity building skills.
- Experience facilitating online training with diverse stakeholders.
- Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism.
- An excellent command of written and spoken English essential.
- A strong understanding of the work of Transparency International and experience working in digital communications and advocacy in sensitive and restrictive contexts preferred.

REMUNERATION AND COSTS

The Consultants should provide their estimated total fee as a lump sum or as standard daily or hourly rates as **gross inclusive of taxes and other charges**.

CONTACT INFORMATION

The application should include the following documents in English:

- A short outline of the strategy proposed to complete this project, together with some initial ideas and suggestions (maximum 1 page)
- Motivation letter and Curriculum Vitae
- One sample of relevant previous work (confidentiality guaranteed).

Please indicate “Pacific Social Media and Digital Campaigning Trainer” in the subject line of your email application. Applications should be sent in English by email to Katy Mackey at PacificSocialConsultancy@transparency.org by close of business of 01/10/2021.

Please note that only shortlisted applicants will be contacted.

The Transparency International Secretariat is committed to creating an inclusive work environment where diversity is valued and where there is equality of opportunity. We actively seek a diverse applicant pool and therefore welcome applications from qualified candidates of all regions, countries, cultures, and backgrounds.

Selection of candidates is made on a competitive basis and we do not discriminate on the basis of national origin, race, colour or ethnic background, religious belief, sex, gender identity and expression or sexual orientation, marital or family status, age or ability. We kindly ask applicants to refrain from including in their application information relating to the above as well as from attaching photos.

Data protection

When you respond to this tender and submit your application, you provide consent that Transparency International e. V. keeps your application materials for the period of ten years according to German legal requirements. Afterwards Transparency International will delete your application and any personal data included in it. If you have any questions please reach out to dataprotection@transparency.org

