

# TERMS OF REFERENCE

## Consultancy Contract

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### Junior Consultant: Digital Communications and Network Engagement – IFRC Solferino Academy

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**National Society Development Services Department, Global**  
**Up to 160 days - Start Immediately to 31st October**

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#### Background

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The IFRC Solferino Academy supports the IFRC network in transforming to be more fit for future and capable of thriving through the complex and dynamic changes occurring throughout the world in order to more effectively meet the humanitarian and development challenges.

The IFRC Solferino Academy helps humanitarians find creative solutions to complex challenges.

- We work across the IFRC network – collaborating with our leaders, volunteers and the communities they support – to help them design and test new ideas that work in the real world.
- We connect the IFRC network of National Societies to experts and change-makers, generating new perspectives and fresh ideas to transform the way humanitarians think and operate.
- By choosing collaboration, experimentation and imagination, together we can create a resilient organisation ready for the demands of a rapidly changing planet.

Some of its current initiatives include:

- Limitless, IFRC Youth innovation Academy. The Solferino Academy is leading the content development, virtual workshops management, mentoring and other aspects of this year-long initiative.

- Movement engagement with the themes of the International Conference
- Strategic Foresight Capability Building
- Senior leadership transformation support
- Promoting innovation and enhancing learning through digital media

The NSDS Department is seeking a consultant to help with Network Engagement on two major portfolios specifically: The IFRC Limitless Youth Innovation Academy and the engagement of Movement Stakeholders on the themes of the International Conference.

The Limitless programme is funded by a number of major partners and provides support to youth volunteers and staff of the IFRC network to design and implement innovative projects to address the climate and environmental crises.

The International Conference of the Movement requires engagement with Movement stakeholders including communities on the themes of the conference in the lead up to and during the conference itself.

The position is home-based.

## Key tasks and responsibilities

The consultant will support in delivering communications and event production related activities as well as digital community/network engagement for the IFRC Limitless programme and the International Conference of the Red Cross and Red Crescent Movement. This is a consultancy to support the IFRC Solferino Academy teams to engage more deeply with our global network and their communities and to encourage them to participate and contribute to these initiatives.

### Primary tasks

#### Limitless

Provide support with designing and implementing the IFRC Limitless Youth Academy initiative particularly designing network engagement strategies (particularly through social media and other digital networks), that can effectively reach target audiences in all National Societies.

supporting the development of and managing submissions and promotions through a bespoke multi-media submission platform and YouTube. Ensuring delivery of an effective strategy that encourages engagement with YouTube on this initiative and helping to provide support to the Solferino Academy teams on marketing and communications tools for the initiative.

Provide support to the Solferino Academy in promoting and encouraging network wide participation in the Youth WhatsApp training course, helping to ensure the team can meet the large targets of 10,000 participants. Source and connect with various youth, technical and other networks, including leading on relationship management for a small number of key national societies with potential for large youth participation

Develop digital stories, case studies and showpieces on successful innovations and transformations happening in various Solferino Academy initiatives and in the wider the Red Cross and Red

Crescent network, and convert these to compelling and innovative digital communications pieces to be published through various digital and social media channels, particularly to encourage participation in Limitless and later to promote its progress.

### The International Conference

In collaboration with the Solferino Academy teams, content file holders of the International Conference, communications colleagues at the IFRC and ICRC as well as other internal colleagues from the IFRC and ICRC and external partners the position will:

With support from coordinators and colleagues contribute to the development of an engagement strategy for Movement stakeholders on the themes of the International Conference ensuring alignment with priorities of the content holders and conference governance.

With communications colleagues, develop digital tools and products to engage a large base of stakeholders globally and ensure user led contributions to the discussions and dialogues on conference themes

Support implementation of the engagement initiatives targeting staff volunteers and communities of the Movement. Ensure successful project management of initiatives and delivery of milestones

Contribute to managing the video and digital platform needs of the initiative including the YouTube channel, social media and bespoke platforms developed for the initiative

Ensure there are effective monitoring processes in place to evaluate and provide progress reports on the initiative

Contribute to the writing of reports for donors and key stakeholders

## Applicable to both Initiatives

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Assist with moderating and updating various Solferino Academy social media channels and produce / encourage engaging content, ensuring quality also in user-generated posts.

Work closely with communications teams (Solferino Academy, IFRC, National Societies, external partners) to ensure all appropriate communications products are developed and disseminated in a timely fashion.

Attend various project team meetings as requested.

Assist with drafting documents, reports, letters, and other project-related collateral where required.

### Consultant specifications;

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Key technical skills and competencies we are seeking;

Highly competent with digital and social media communications and channels, particularly YouTube and including Facebook, LinkedIn and others.

Some experience in producing virtual meetings, workshops, and events.

Ability to engage and manage communities online.

Excellent knowledge and skills on a range of digital event and communication tools.

Some experience with design and video production

### Other skills, competencies, experience, and qualifications;

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Familiar with the Red Cross and Red Crescent network;

Excellent written and oral communication, organizational and presentation skills in English. Preferably an ability to communicate also in either Spanish, Arabic, French, Russian or Chinese (Mandarin)

Highly creative, dynamic and flexible and willing to experiment with new approaches.

Ability to work to tight deadlines and function as a supportive member of a multi-functional team.

A university degree or other study in communications or similar field is useful, but not essential, practical experience, creativity, and passion are highly valued.

Established existing networks within the IFRC network of NSs with youth and volunteers particularly would be valued.

### Reporting to:

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Innovation Lead (Head of Solferino Academy), particularly the Communications and Partnerships coordinator and the Youth Innovation Coordinator.

### Time period:

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Start Immediately until end October 2023

### How to Apply

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Send a CV and a cover letter explaining your fit for the role. This is a junior consultancy role so you should also include a quote in CHF for your work on a daily fee basis.

### Send applications to

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[solferino.academy@ifrc.org](mailto:solferino.academy@ifrc.org)

We are recruiting for an immediate start and will consider applications as they are submitted. We will close the applications as soon as we appoint someone. We will only contact people that we have decided to interview.