



Delivered by
THE NATIONAL LOTTERY
COMMUNITY FUND



Strengthening women's sector capacity on human rights standards

Terms of reference and scope of project

1. Introduction

Women's Platform is a membership organisation working to promote the implementation of international human rights standards in Northern Ireland, and amplify the voices of women and girls in Northern Ireland at the international level. Women's Platform is in special consultative status with the Economic and Social Council of the UN and contributes a Northern Ireland perspective to UN human rights processes and mechanisms for women's rights, including coordinating the Northern Ireland civil society response to the UN Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), as well as the Commission on the Status of Women. Established in 1988 as the Northern Ireland link to the European Women's Lobby, the largest European umbrella network of women's organisations, Women's Platform also represents women and girls in Northern Ireland at the European level, working with sister organisations in England, Scotland and Wales as well as in Ireland.

The work of Women's Platform locally focuses on building the capacity of members and the wider women's sector to utilise international human rights standards and mechanisms for women's rights in their own practice and advocacy for gender equality. Women's Platform also shares evidence and good practice from international networks locally, and seeks to build platforms for women and girls in Northern Ireland to engage with international networks. In addition, Women's Platform contributes evidence to policy making processes and engages with policy and decision makers to highlight human rights commitments and standards that are also binding on Northern Ireland. Women's Platform contributed to introducing UN Security Council Resolution 1325 to Northern Ireland and provides the secretariat to the NI Assembly All Party Group on UNSCR 1325, Women, Peace and Security.

2. Context of project

The core role of Women's Platform is to provide expertise on international human rights standards and recommendations by UN human rights treaty bodies to the women's sector and policy making processes in Northern Ireland. Women's Platform also supports the sector through sharing international evidence, information and examples of good practice on gender equality and women's rights with members and partners. The aim of this is to strengthen the ability of the sector to utilise international standards in advocacy and practical work, and to build the capacity of women and girls to engage in international networks.

During the COVID-19 pandemic, demand for this service clearly increased. Services to members currently include a well received fortnightly newsletter, and support with international standards and good practice in joint policy submissions. Women's Platform also organises webinars and events, which focus on both sharing good practice and enabling development of networks with women's organisations outside Northern Ireland.

Developing the information sharing role and providing effective information resources, along with strengthened social media and member communication capacity, is a key priority in the strategic plan 2022-25, both to strengthen the organisation long term and enable Women's Platform to effectively advocate for gender equality in Northern Ireland, in its own right and as a support to the sector. This project is designed to play a key role in building this capacity.

This project is funded through a grant by the Dormant Accounts Fund Northern Ireland.

3. Project scope

This project has three aims:

- 1) to create the structures, mechanisms and resources that enable members and partners at all levels to engage with Women's Platform and its work, and
- 2) to create structures and resources that enhance members' and partners' access to evidence, information and good practice from the UN and international networks
- 3) to build organisational capacity to maintain good practice long term

The core focus of the project is to embed a communications focus across the organisation, through communications support and capacity building for an initial two year period, enabling long term development within existing staffing arrangements.

The intended outcome of the project is a stronger organisation, which can effectively communicate with members and share accessible information on complex topics. The core outcome is strengthened sustainability of both Women's Platform and the sector, as it secures Women's Platform as a key structural support to the sector, while enhancing the sector's ability to effectively draw on international developments and expertise. Improved communications and wider membership also strengthens the ability of Women's Platform to effectively amplify the voices of women and girls in Northern Ireland internationally, which in turn will help deepen the links between Northern Ireland and international networks.

4. Role of the contractor

A contractor is invited to lead this project and provide guidance to the organisation in developing a communications focused organisation. This is a two year project, and it is anticipated that the contract will be weighted towards the first year of the project, with support gradually reduced towards the end of the second year to ensure sustainable structures that can be maintained by Women's Platform long term.

The core elements of the contractor role are as follows:

1) Communications support

- Development and delivery of member communications, in line with priorities identified by members and partners and agreed with Women's Platform
- Delivery of communications strategy, including supporting creation of a bank of materials and resources relevant to the work of Women's Platform

- Supporting development of resources and briefings, eg. through identifying relevant information sources and monitoring relevant international networks
- Development of engagement with media

2) Social media management

- Developing the social media presence of Women's Platform
- Managing social media over the period of the contract, in collaboration with the Director
- Developing social media friendly resources and materials for ongoing use, ideally including video and audio based materials

3) Capacity building

- Building staff capacity on social media management and relevant software
- Building organisational capacity on communications as an integral focus
- Reviewing and updating communications strategy and guidance

4.1 Contractor expertise and experience

The contractor is expected to have experience and expertise in the following:

Knowledge and understanding

- A strong understanding of the women's movement in Northern Ireland
- A clear understanding of the policy context and process in Northern Ireland
- Working knowledge of the UN and international human rights mechanisms, including within Europe
- Working knowledge of the women's movement in Europe

Expertise and experience

- Expertise in communications and experience of delivering communications strategies
- Experience and expertise in managing social media and developing content
- Experience of undertaking research and developing accessible evidence resources
- (Desirable) Experience of supporting organisational communications capacity building

Skills

- Proven ability to develop accessible and engaging content in a range of formats
- Use of software for developing user friendly resources
- Use of website content management systems

5. General terms and conditions

The contractor will be expected to develop a delivery plan with details of deliverable elements, timescales and targets that will be agreed with Women's Platform. Subsequently, the contractor will have flexibility to organise and manage ongoing delivery of the project in a manner suitable to the successful contractor, subject to agreed timescales. The contractor will be expected to remain in regular contact with the Director with regard to delivery, which may involve working in collaboration with the Director.

The appointment will be based on clear agreement within the contract that the contractor is responsible for legal matters relating to the contract, including taxation, National Insurance, pension and compliance with data protection legislation including GDPR.

5.1 Payment

The contractor will be paid quarterly against an invoice detailing work undertaken and hours spent on the project.

5.2 Budget:

£27,664 for a total of up to 1500 hours over a 24 month period, which is paid inclusive of VAT.

It is anticipated that the contract will be weighted towards the first year of the project, with up to 21 hours per week in months 1-6, up to 14 hours per week in months 6-18 and around 7h in the final six months to focus on sustainable future development. The specific arrangements will be agreed with the successful contractor.

6. Project proposal and assessment criteria

Selection of the contractor will be made taking into account criteria such as the contractor's proven expertise as well as the relevance/credibility of the project proposal and the total cost.

Deadline for Submission of Tender is **Tuesday 28 June 2022 by 4pm** and it should be emailed to Women's Platform at info@womensplatform.org. Further information is available from Women's Platform Director Jonna Monaghan, who can be contacted at info@womensplatform.org or mobile 07483 346816.

6.1 Summary of essential elements of project proposal

Quality and Relevance: Outline of how the proposal meets the project context and strengthens overall Women's Platform capacity.

Effectiveness: Outline of proposed methodologies, suggested outputs and ways of working to meet project aims. Overview of key sources to include, mechanisms for producing resources, and key elements of capacity building approach proposed.

Efficiency of Planning and Implementation: Outline proposed use of resources to ensure maximum impact. Outline of proposals for developing visibility and social media presence of Women's Platform.

Impact: Outline of how the proposed project can contribute to strengthened capacity in the women's sector overall and methods and approaches that can be used to maximise reach and relevance to stakeholders and audiences.

Potential for Sustainability: Overview of how the proposed project can strengthen Women's Platform capacity and capability and how it can link to future strategic development of the organisation.

The tender should consist at the minimum of:

- A proposal for the project and detailed methodology
- An indication of fees per day and a total cost
- CV and other documents detailing relevant expertise over the past two years and referees
- Completion of contact details Appendix 1
- Confirmation that the project will be conducted in a manner which support the ethos and values of Women's Platform

CONTACT DETAILS TO BE COMPLETED BY ALL TENDER RESPONDEES

Please complete this form with your company details and include it with your submission:

Name/ Company: _____

Address: _____

Postcode: _____

Telephone Number: _____

Fax Number: _____

Name of person to contact in connection with this submission: _____

Position in Company: _____

Telephone Number: _____
[if different from above]

Fax Number: _____
[if different from above]

Email address: _____

Mobile Telephone number: _____

Website address: _____

Number of employees:____ **Full time:**____ **Part time:**_____

We would invite feedback from companies regarding this process. Any suggestions regarding how this exercise might have been improved are welcome:
