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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 represents the women's sector in Northern Ireland in UN human rights processes, and coordinates the Northern Ireland civil society response to the UN Convention on the Elimination of All Forms of Discrimination against Women (CEDAW). Women's Platform also represents women and girls in Northern Ireland in Europe in the European Women's Lobby, working with sister organisations in England, Scotland and Wales as well as in Ireland.

The work of Women's Platform locally focuses on supporting and building the capacity of members and the wider women's sector to utilise international human rights standards in their own work and advocacy. Women's Platform also shares learning from international networks locally, and aims to increase opportunities 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. Currently, Women's Platform is the lead partner in Women's Spaces, a consortium project with Women's Resource and Development Agency, NI Rural Women's Network and Women's Support Network aiming to give women a stronger voice in all areas of peacebuilding.

2. Context of project

The core role of Women's Platform is to provide expertise on international human rights standards and mechanisms for women's rights to the women's sector and policy making processes in Northern Ireland. Women's Platform also supports the sector through sharing international evidence and good practice on gender equality and women's rights with members and partners. The aim of this is to strengthen capacity in the sector to advocate for rights based policy making, 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. It is also focused on developing Women's Platform as an inclusive and accessible organisation, with communications and resources that are accessible to a wide audience.

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. This means in particular developing accessible communications resources and social media, to enable increasing membership and improved engagement with a wider audience than at present.

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
- Contributing to website management and development
- 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

- An understanding of the women's movement in Northern Ireland
- An understanding of the policy context and process in Northern Ireland
- (Desirable) Working knowledge of the UN and the women's movement in Europe

Expertise and experience

- Expertise in communications and experience of delivering communications strategies
- Experience of managing social media and developing content
- (Desirable) Experience of supporting organisational 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. The detailed payment schedule can be agreed with the contractor.

5.2 Budget:

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

It is anticipated that the contract will be weighted towards the first 12-18 months of the project. 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 **Friday 26 August 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.

Efficiency of Planning and Implementation: 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/or other documents detailing relevant expertise over the past two years and referees
- Full contact details for the tenderer
- Confirmation that the project will be conducted in a manner which support the ethos and values of Women's Platform