Terms of Reference for CLARISSA Communications Consultant

January to March 2024

Introduction and background

[CLARISSA](https://clarissa.global/) (Child Labour: Action-Research-Innovation in South and South-Eastern Asia) is a ground-breaking systemic action research programme generating innovative solutions for children to avoid hazardous, exploitative labour in Bangladesh and Nepal. It is managed and delivered by an international consortium alongside a range of country partners. The consortium is looking for a communications professional who can work with us for the final three months of the programme to enable our evidence and findings to reach a global audience. This will involve developing communications related to research outputs and an immersive web site and managing the production of number of films.

About the CLARISSA programme

Currently, there are [160 million child labourers worldwide with 79 million (nearly half)](https://data.unicef.org/resources/child-labour-2020-global-estimates-trends-and-the-road-forward/) in hazardous work that directly endangers their health. Whilst child labour takes many forms, there is an urgency to eliminate the worst forms of child labour (WFCL).

Designed as an Action Research programme, CLARISSA uses participatory research to understand the dynamics which drive the worst forms of child labour (WFCL) and through the process to generate participatory innovations which help toward shifting these underlying dynamics and mitigating their worst effects.

The rationale underpinning CLARISSA’s Action Research design is the lack of understanding – particularly through children’s lived experiences – of the complex underlying drivers of harmful work, coupled with the lack of evidence on which interventions work to reduce them. The CLARISSA programme represents a unique opportunity to highlight children’s lived experiences, both to improve understanding of the drivers of WFCL and to develop appropriate responses.

CLARISSA is a consortium programme comprising four international partners (IDS, ChildHope, Terre des Hommes and Consortium for Street Children) plus in-country partners.

What is unique about the CLARISSA programme that we want to communicate

CLARISSA is possibly the largest participatory international development programme that has been successfully operationalised and seen through to completion. It has involved the collection and analysis of 400 life stories of child labourers in each country (800 in total); 13 action research groups in each country (26 in total), as well as children’s advocacy and research groups. In addition to this, children have been supported to carry out extensive participatory mapping processes. The aim has been to operationalise participatory processes at scale without diluting the participatory process, and through this to generate systemic change.

CLARISSA has generated a great deal of new knowledge on the relatively under-researched area of Worst Forms of Child Labour in urban areas – specifically in relation to the leather sector (Bangladesh) and the Adult Entertainment sector (Nepal)

It has focused on small businesses (of less than 20 employees) in the informal economy, who are primarily focusing on domestic markets. This is a domain where traditional approaches such as ‘rescue’, ‘local enforcement’ and ‘international pressure on global supply chains’ don’t work. We have sought to understand the dynamics of these domains and have pioneered a participatory approach to working with local businesses which models how it is possible to engage effectively in this complex terrain.

CLARISSA action research groups have modelled the capacity and potential of children to carry out sophisticated causal analysis of the dynamics of which they are a part, and to mobilise their own agency to produce real change. They have generated important innovations which we want to communicate.

The objective of the assignment

The objective of the assignment is to ensure that CLARISSA learning, key messages and outputs are effectively communicated to a global audience. There are two primary audiences (1) an international development audience and (2) an audience of programme designers, managers and facilitators in a much wider set of fields from management, to social work, to urban planning, to health care etc who will be interested in the unique approach to programme management implementation facilitated through an Action Research process.

Scope of work

1. Review relevant CLARISSA program publications and various website resources
2. Rapidly develop a strategy and plan for events which create an immersive experience enabling both generic and specialist global audiences to engage with the large amount of research and other outputs that CLARISSA has produced. Coordinate the implementation of that plan
3. Manage a video production company to produce two films: (a) a ten minute (approx.) film on how we have worked with small businesses as agents of change (b) a 20 minute (approx.) film which details the process underpinning CLARISSA. This includes both what and how the field level participatory processes worked, and also the meta level Action Research process which guided the decisions for the whole programme.
4. Generate innovative ideas for end of programme communications and work with the communications team to implement them.
5. Deliverables for the assignment and timeline

Deliverables stated in the table below are directly linked to specific tasks in the previous section. Due dates are tentative and dependent upon the time contact signed.

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| **Sl. No** | **Outputs** | **Timeline** |
| 1 | A plan for immersive events | January 30th 2024 |
| 2 | The completed production of 2 films (alongside video production company) and a communications plan for disseminating them. | 15tht March 2024 |
| 3 | Delivery of events and other end of programme communications | 31 March 2024 |

Reporting

The Consultant will work directly with the IDS CLARISSA Management teambut will need to liaise closely with the project communications team at IDS (KIP) and the central comms team at IDS.

Budget

The consultancy is expected to last for up to 50 paid days (depending on rate) – within the period of the first week of January to the last week of March 2024. The interested consultant/s will propose daily fees that are based on prevailing market rates.

Applications

CLARISSA encourages applications from individual consultants and or companies (although we would ideally only want to work with one person on this). We expect the consultant/s to be available and flexible to start in January 2024.

Who is eligible to apply

The Consultant should have the following qualifications and experiences:

1. A proven professional record as a communications professional - with experience of development communications and ideally some knowledge of child labour issues.
2. Experience of managing the production of videos (working with production companies)
3. At least ten years of experience as a communications professional
4. Proven track record of creative thinking around communications
5. Proven ability to reach a global audience with communications

Personal qualities

1. Ability to grasp a large amount of information and outputs related to the programme very fast.
2. A highly proactive approach to work and a ‘can do’ mindset
3. Ability to think quickly strategically about how to ‘land’ the communications of CLARISSA in the last few months of the programme
4. Ability to work across diverse teams
5. Ability to communicate effectively with and relate to people of different cultures, demonstrating ability to see issues from others’ perspectives.
6. Ability to engage with children and relevant stakeholders where necessary.
7. Availability to participate and complete the work within the time mentioned in the deliverable section.

Application submission

Interested person(s) should submit the following documents:

1. Expression of interest (maximum 5 pages sides of A4): a) detailing how the consultant/s meet the selection criteria; and b) understanding of the TOR and methodology of substantiation.
2. Copy of CV of the consultant/s who will undertake the assignment (maximum 6 sides of A4 each)
3. Financial proposal detailing consultant/s itemized fees
4. One recent example of a communications product and or strategy produced substantively by the consultant.
5. Contact details of two independent referees.

To apply for this consultancy, please submit the application documents to this email address: a.raw@ids.ac.uk with the subject line “Consultant: CLARISSA Comms” by 11:59 pm on/before 8th January.

Non-Discriminatory Clause: CLARISSA provides equal opportunity in employment and engagement for all persons, vendors and contractors, and prohibits unlawful discrimination and harassment in all aspects of contractual engagement or employment because of age, sex, gender, marital status, disability, nationality, race, religion or any fact.