



TERMS OF REFERENCE: HOPE-BASED COMMUNICATIONS CONSULTANCY

5 days in February - March 2020

Voice¹ is an innovative grant facility to support rightsholders and groups facing marginalisation or discrimination in their efforts to exert influence in accessing productive and social services and political participation. Voice operates in contexts where civic space and power is shifting at a fast pace, and often closing rather than opening. Where the narrative is negative and underlining marginalisation and vulnerability, rather than the dreams and successful steps made towards a better, more inclusive world.

What?

2020 is an important year for Voice. It is a year in which we are transitioning from the final full year of the first phase into the preparation of the extension phase (2021-2024). It is a year in which the majority of our three-year [multi-country influencing grants](#) are coming to an end. It is a year where our amplification efforts take full shape. And finally it is +5 years since the adoption of the Sustainable Development Goals including the *Leave No One Behind* agenda – a great moment for reflection.

An important change for 2020 is that Voice aims to start to incorporate a hope-based narrative. In line with the [Mid Term Review's](#) recommendations and internal reflections, we will no longer present Voice as a fund for marginalisation and discrimination but rather a fund for diversity and inclusion. Target groups are becoming rightsholder groups to indicate the innate and legitimate claim people can make to demand their roles and rights for an inclusive society. And our application and reporting forms will embrace a solution- and/or hope-based approach to develop what we do want and dream of, rather than reacting to what we don't. This requires a shift in the language and stories on our website, in our publications but most importantly a shift in our mind-set.

Objectives

Through this Terms of Reference, Voice aims to contract a specialist who can support the Voice team to increase the hope-based, positive communication on the Voice website, social media as well as through its grant-making forms and additional memo's, manuals and guidelines. We are specifically looking at the key Voice narrative for the homepage on our website and beyond, our application and reporting forms and some basic guidelines for the country teams and grantees for writing in a hope-based narrative style.

Consultancy Details

The consultancy is to take place between February and March. The consultant will work closely with the Voice team. The Programme Manager and the Communications Hub, and a small sounding board representing the different regions, will be the direct contact persons for the consultant.

The Consultancy will include:

- A pre- and post-consultancy conversation with the Voice team contact persons

¹ An initiative from the Netherlands Ministry of Foreign Affairs, Voice is a partnership between Oxfam Novib and Hivos. For more information please visit www.voice.global



- Desk review of existing materials such as the proposed home-page, application and reporting templates and extension proposal
- The elaboration of recommendations and suggestions to be implemented both at coordination team and country office level;

Knowledge and Experience

- Knowledgeable on hope -based communications and positive narratives. Capacity to write for different audiences;
- Knowledgeable of the sensitivities around the five rightsholder groups Voice works with;
- Experienced in reviewing and revising texts for (social) media as well as programme management;
- Excellent command of English. Proficiency in French is an advantage.

Engagement Period

The consultancy is for a maximum of five days. The selected specialist is expected to be available for:

- A coordination meetings with the Voice team prior to the evaluation of website, calls for proposal texts, and other communications;
- Four days for engagement with Voice products and communications and write up of the feedback and suggestions;
- A sharing and reflection meeting with the Voice team (possibly in the form of a Voice Emeet or internal webinar)

This is a targeted invitation. In case you are interested and available for this consultancy, please **let us know by email as soon as possible.**

And submit your CV and a cover letter indicating your suitability and the approach you would take, including your daily rate fee, to: Marinke.van.Riet@voice.global and Fatuma.Matemu@voice.global, with **email subject: Hope-based communication, no later than 5:00 PM (GMT +3) on Friday February 14th, 2020.**