



International Organization for Migration (IOM)

The UN Migration Agency

## Call for Applicants

CFARO-HR-21-089

Position	:	Junior Communications Consultant
Duty Station	:	Remote- Dakar, Senegal (Regional Office for West and Central Africa)
Contract Type	:	Consultancy
Length of Contract	:	20 days
Estimated Start Date	:	As soon as possible
Closing Date	:	6 May 2021

### Context:

Established in 1951, the International Organization for Migration (IOM) is the leading intergovernmental organization in the field of migration and is dedicated to promoting humane and orderly migration for the benefit of all. IOM implements protection and assistance programmes of global relevance, such as the Cooperation on Migration and Partnerships to Achieve Sustainable Solutions (COMPASS) programme.

The [COMPASS programme](#), funded by the Government of the Netherlands, will be implemented in 12 countries (Afghanistan, Chad, Egypt, Ethiopia, Iraq, Lebanon, Libya, Mali, Morocco, Niger, Nigeria, Tunisia) and will address migrant protection, countering trafficking in persons and smuggling of migrants, awareness raising on the risks of irregular migration, rights and legal alternatives, and voluntary return and reintegration.

Under the direct supervision of the COMPASS Awareness Raising and Communications Officer (Regional Office for West and Central Africa, Dakar), the consultant will develop the programme's initial communication strategy based on an assessment of priorities and resources.

### Nature of the consultancy:

**Objective:** The Junior Communications Consultant will design an effective communication strategy to tell the COMPASS story so that it is easily understandable and appeals to a range of audiences that we are targeting. Specifically, the consultant will assess existing communication channels, develop a strategy to position COMPASS on adapted channels and develop appropriate message strategies.

Target: Draft a strategic communication plan for COMPASS on the national (12 countries), regional (two regional offices), global (headquarters) and donor (The Netherlands) level, including the project's online presence and internal coordination mechanisms.

**IOM Project to which the Consultancy is contributing:** COMPASS (Cooperation on Migration

Partnership to Achieve Sustainable Solutions) programme.

## **Tasks:**

### Communications Review

- Conduct a holistic, integrated snapshot of IOM's and the Dutch MFA's current communications lines.
- Define key target audiences in all participating missions and most frequently used communication channels.
- Map out existing the external communication channels of IOM and the Dutch MFA
- Assess the available resources at project level (human and financial) to feed into a realistic strategy.
- At completion of the communications review, we should have clear insight and information necessary to make strategic decisions on how to communicate effectively on COMPASS.

### Positioning Strategy

- Develop an adapted and effective communications strategy including recommendations to position COMPASS in line with IOM's mandate, donor priorities and perceptions among target audiences.
- Develop a focused positioning strategy to help us communicate effectively on the project's impact, considering limitations in terms of staff and budget, as well as target audiences.
- Propose a coherent set of communication channels and mechanisms to be used by the project and its participating countries to communicate impact and results.

### Message Strategy

- Craft messaging and the story line to effectively communicate our work using different forms of communication.
- Conceptualize formal and informal messages that clearly explain the project to target audiences.
- Determine appropriate messaging for various multi-media channels such as print, web and social platforms.

## **Deliverables and payment:**

The current contract includes 20 working days, starting ASAP.

Deadlines:

- Communications review – 21 May 2021
- Positioning strategy – 28 May 2021
- Message strategy – 4 June 2021

All the work shall be delivered remotely. The consultant will work remotely.

Payment will be done in one single instalment when all deliverables are received and validated by IOM. Payment will be done by international bank transfer.

### **Performance indicators for evaluation of results:**

The quality of the deliverables will be reviewed by peers: equally qualified members of the Regional Awareness Raising Unit.

### **Required Qualifications and Experience:**

#### ***Education***

- A Bachelor's level of education in Digital Marketing, Strategic Communications, or close-related discipline including strategic thinking.

#### ***Experience***

- Demonstrated experience in digital marketing and branding using creative methods and multimedia channels.
- Creative thinker and storyteller with a talent for helping NGOs and multilateral organisations improve their communication strategies.
- 3+ years' experience working in a similar role.
- Understanding of the United Nations, international migration politics, Dutch external relations and IOM's mandate.
- Experience advising multilateral agencies and/or organisations active in migration.
- A proactive self-starter with the ability to work independently, able to set priorities, solve problems, and be resourceful under pressure.
- Ability to work remotely while putting effective coordination mechanisms in place.

#### ***Mandatory Condition***

- Based in one of the partner countries (Afghanistan, Chad, Egypt, Ethiopia, Iraq, Lebanon, Libya, Mali, Morocco, Niger, Nigeria, Tunisia, Senegal, Switzerland, or The Netherlands).

#### ***Language***

Excellent written and verbal communication skills in English. Proficiency in French, Arabic and Dutch are an advantage.

### How to Apply:

Interested candidates are invited to submit their applications via email to [recrutementdkr@iom.int](mailto:recrutementdkr@iom.int) indicating “**Junior Communications Consultant**” on the subject line, by **6 May 2021**.

Applications should include:

- Consultant’s website or portfolio
- Detailed resume/CV
- Cover letter specifying your motivation (not more than one page)
- 2 examples of similar assignments done by the consultant.
- Daily rate
- Earliest availability and timeline

Only shortlisted candidates will be contacted.