

## Terms of Reference

### Expert in developing communication materials and campaign message

**Subject:** Selection of Expert in developing communication materials and campaign message.

#### **Background**

Badadon Sangho is women's rights and women-led group, working for lower-caste, Dalit, single mother, separated, widow, divorcee, religious minorities and girls. It is (a non-profit and non-political organisation) governed by group members and federation. Started with feminist approach by engaging women who face the worst forms of violence and discrimination regarding land ownership, race, natural disaster and are even expelled from their own lands but is forced to remain silent to raise their voice or ask for their rights. It has group-based structure and governance. Group members are from rural women, lower caste, Dalit, widowed, separated, divorcee, religious minorities, fisher-folks, migrant workers, crab farmers and indigenous minorities. Members living under poverty line, face hate speech and stigma and depends on natural resources and lands for their livelihoods.

Since 2019, Badadon Sangho has been facilitating a feminist rights movement and network engaging 14 women rights and women-led groups across the country. The purpose of the network is to upload women's rights to land, water-bodies and forest by fostering their local level movements. The network named, 'women's land rights network' is targeting to initiate a campaign on women's rights to land and environment. It is clearly revealed that campaign message is essential for overall awareness and further advocacy.

Given the above, Badadon Sangho is seeking for an expert to achieve the following objectives:

1. Develop campaign message supported with different types of communication materials such as slogan, poster, leaflet, documentary, photography, videography etc.
2. Develop dissemination strategy for using of communication materials.

#### **Responsibilities:**

- Consult with the women groups and their leaders in order to understand the context.
- Prepare the consultation outline and develop a process by which people are coming up with their ideas and opinion
- Facilitate consultations and workshops with stakeholders to gather insights, feedback, and support for the campaign message.
- Compile comments, ideas and discussion regarding campaign
- Develop a campaign strategy considering the context, objectives, target audience, key messages, and desired outcomes.
- Determine the most effective communication materials to reach the target audience.
- Create a plan for engaging stakeholders and partners in the campaign and also have confidence in dealing with different types of sensitive beneficiaries and stakeholders.

These responsibilities are not exhaustive, and additional duties may be required based on the specific needs of the campaign and organization. The expert may also be involved in other related tasks as necessary to achieve the goals of the campaign message development.

#### **Required Expertise:**

- Proven experience in developing campaign messages, particularly in the field of women's rights.

- Familiarity with land rights issues and an understanding of the challenges and barriers faced by women in accessing and owning land.
- Strong knowledge of gender equality, feminism and women's rights
- Excellent written and verbal communication skills, with the ability to develop compelling and persuasive messages for diverse audiences.
- Familiarity with different communication channels and platforms, including digital and social media.
- Cultural sensitivity and the ability to understand and navigate different cultural contexts when developing campaign messages.
- Past political background will be added value in the mentioned experiences.

**Duration:**

3 months

**Value of Contract**

The value of the contract would be determined in non-profit experiences and analyzing the submitted proposals. The proposals must include amounts of Vat/Tax as per the country's law.

**Process of Quotation Submission:** Interested candidates may submit updated CV and expected monthly salary by email to [hr.badabonsangho@gmail.com](mailto:hr.badabonsangho@gmail.com) or in hard copies to 9/12, Block-D, Lalmatia, Dhaka within 10 July 2023.