



**TERMS OF REFERENCE
FOR
COMMUNICATION STRATEGY CONSULTANT**

Consultancy Title : Communication Strategy Consultant
Contract Period : Submission of deliverables before 30 June 2024
Contact Person : Andrey Tran/ communication@intersexasia.org
Location : Home-based assignment

I) INTRODUCTION

Intersex Asia is a new autonomous regional network of intersex-led organizations and individuals from Asian countries that work to support, educate, and advocate for the rights and lives of intersex individuals and raise awareness on human rights violations and discrimination faced by intersex communities since Feb 2018. Growing the intersex human rights movement in the Asian region is a strategic objective for IA. Towards this end, IA aims to spread education and awareness material on intersex issues. The communications officer would be responsible for curating IA's communication plan. It works in the Asian region and has a strong presence in Taiwan, Indonesia, India, Nepal, Philippines, Vietnam, and Bangladesh.

II) OVERVIEW

Communication is one of the key pillars of an organization, which plays a vital role in Intersex Asia's strategic plan for 2024-2027 to communicate our value, profile our members' work, and advocacy efforts as well as build Intersex Asia into a central hub for intersex-related data. The communication strategy will chalk out the direction, process, and tactics for organizational-related communication between stakeholders, for community engagement and project promotion. Intersex Asia has been growing as the only regional network working to improve the human rights of intersex communities in Asia, and having a cutting-edge communication strategy is critical for the long-term strategy of the organization, ensuring clarity and consistency.

III) SCOPE OF WORK AND OBJECTIVES

The overall objective of the assignment is to develop a communication strategy. Under the direct supervision of the Executive Director and in collaboration with the Communication Officer, the consultant is expected to carry on following the following assignment.

a) Organization Analysis

As part of the assignment, the consultant is expected to conduct an overall analysis of Intersex Asia's operation concerning its need for communication. This will include a detailed evaluation of the organization's SWOT, and current communication projects, including practices, resources, assets, channels, effectiveness, policy, and internal capacity. The analysis should consider the future development of Intersex Asia as it adopts a new Strategic Plan for 2024-2027. Engage and

consult with staff and selected stakeholders on the direction of communication between Intersex Asia and its network.

b) Audience Identification and Objective

Map out and segment current and potential audiences of the organization based on demographics, psychographics, needs, and attitudes toward the work Intersex Asia is doing. Build personas and insight for each group of audience. An overall communication SMART objective for each group is expected.

c) Communication approach

a. Organizational message and guideline

Based on the audience's insight and the internal analysis, develop an organizational proposition and message recommendation/guideline to lead future communication efforts. The guideline should include details such as content, channels, potential budget, and processes.

Assist the communication officer in crafting compelling messages that resonate with the audience and express respect and inclusivity toward the intersex community. Develop a process to engage with partner organizations to support their communication works.

b. Nonverbal and verbal tactics

Provide coaching to senior-level executives on tactics and verbal and nonverbal approaches to strategic communication (meetings, presentations, conferences, interviews... etc.).

d) Communication risk management

Identify potential red flags in the communication pipeline and the organization's operation and develop an emergency communication protocol for internal and external crisis scenarios, such as backlash, controversies, and negative reactions.

e) Performance measuring

Develop performance indicators or another qualitative measuring method for the communication efforts of Intersex Asia, such as engagement measure, behavior and perception change, and awareness improvement.

IV) DELIVERABLES

This strategy will act as a guide for Intersex Asia to carry on our communication effort moving forward. Therefore, it is expected that the consultant delivers a comprehensive Communication Strategy document with the following components:

- A detailed analysis of Intersex Asia's current operations, communication efforts, and capacity.
- A detailed communication plan which includes:
 - *Audience identity and persona analysis*: A detailed breakdown of Intersex Asia's segmented audience along with persona for each
 - *Specific objective and approach for each group of audience*: Detailed objective and strategy for approaching and engaging with each specific group of audience, including campaign, activities, etc.
 - *Message and content guidelines*: a complete plan and roadmap on content themes, angles, format, and delivery channels.

- *Suggestive verbal and nonverbal tactics for the management team: suggestive verbal and nonverbal tactics to engage in virtual and in-person activities that best align with and represent Intersex Asia's direction and values.*
- *Risk assessment and suggestive process for urgent scenarios: An analysis of potential red flags and a detailed process for dealing with emergency situations are expected.*
- *Performance measurement indicators, methods, and templates: A complete framework for Monitoring and evaluating Intersex Asia's communication activities.*
- Training materials and coaching sessions for Intersex Asia staff and staff of IA's member organizations.

V) KEY COMPETENCY

Education:

- Bachelor's degree or higher in strategic communication, public relations, or related field. Master's degree is a plus.

Professional Experience:

- Minimum of 4 years of professional experience working on various assignments on strategic communication, public relations, or behavior-changing campaigns.
- Proven experience in providing consultancy for clients regarding strategic communication, public relations, and campaigns.

Technical Knowledge:

- Significant knowledge in organizational strategic communication, audience research, and planning.
- Strong strategic thinking and analytical skills to assess communication needs, identify target audiences, and develop tailored strategies.
- Understand the current landscape of communication approach, community building, key message development, and risk analysis.
- Familiar with communication projects related to human rights, LGBTQI+ rights, and intersex in the Asian context.
- Proficiency in relevant communication tools and technologies, including social media platforms, content management systems, analytics tools, etc.
- Strong strategic thinking and analytical skills to assess communication needs, identify target audience and chalk out communication tactics.

Other competency:

- Cross-cultural communication skills, sensitivity and adaptability toward communities of different cultures, genders, religions, races, nationalities, and ages.
- Fluency in English.
- Excellent oral and written communication skills and ability to write analysis, report, and plan.

VI) TIMELINE

The consultant is expected to complete the assignment by June 30, 2024.

VII) REPORTING & COMMUNICATION

The recruited consultant will work closely with Intersex Asia's team. The communications officer will be the focal person for this assignment.

VIII) CONSULTANCY PAYMENT

Based on the number of days, proposed by the consultant and further negotiated and agreed with Intersex Asia. The fees will be paid against satisfactory deliverables as per the below schedule.

Deliverables	Payment
On signing the contract and submitting the detailed development plan, including the timeline and milestones	10%
Submission of the Consultant's assessment of IA's communication work so far and the draft communication strategy for future	40%
Submission of the final plan	40%
Completion of the training session for staff and executives	10%

IX) APPLICATION PROCESS

If you think you're a good fit for this position and want to work with a young non-profit organization's communications, outreach, and advocacy initiatives, please apply! We favor candidates who are available to start in this position as soon as possible. All applications should include a resume and brief cover letter (this is important!) explaining your vision, interests, core capacities, and skills for this position.

This is an immediate staffing need, and we will consider all applicants on a rolling basis. The application must include the following:

- Cover letter
- CV
- Proposal with a workplan with timeline and budget in USD
- Two reference names and contact

Please send your complete application to: communication@intersexasia.org by 10th April 2024.

Intersex Asia's equal opportunities statement:

- Intersex Asia aims to ensure that all full-time and part-time employees, potential employees, and other individuals will receive equal treatment, including access to employment, training and opportunities for promotion, regardless of any personal attribute, including but not limited to color, nationality, national or ethnic origin, race, gender, sexual orientation, gender identity, gender expression, domestic circumstances, marital status, pregnancy, trade union membership, gender reassignment, health status, HIV status, religion or belief, age, sexuality, sex characteristics, bodily diversity and disability.
- We encourage intersex individuals, as well as people from ethnic and racial minority backgrounds to apply.
- We want to make sure the recruitment process is accessible to applicants with disabilities, so if you would like us to make any arrangements in this respect, please let us know.