

## Terms of Reference for communications and media support for Age With Rights campaign (July-September 2023)

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**Role:** Digital marketing and communications support for Age With Rights campaign  
**Type of engagement:** Consultancy contract  
**Location:** Flexible / remote  
**Reports to:** GAROP Secretariat  
**Duration:** July 2023 to end September 2023  
**Expected Start date:** We will be reviewing applications on a rolling basis with a view to appointing as soon as possible.

### About the Global Alliance for the Rights of Older People (GAROP)

Established in 2011, GAROP was born out of the need to strengthen the rights and voice of older people globally and to unite civil society's efforts in demanding a new UN convention on the rights of older people. During that time, GAROP has amplified older people's voices through campaign and human rights activist training; support to attend meetings at the United Nations (UN) where the human rights of older persons are debated<sup>1</sup>; consultation reports and video statements. GAROP's work contributed to substantially increasing the participation of NGOs in the UN sessions. We have strengthened the participation and coordination of NGOs in the OEWG sessions with capacity-building workshops, briefings and the development and delivery of joint statements. We have supported GAROP member organisations to deliver year-round national campaigns, some of which have directly contributed to their governments openly supporting the call for a new UN convention. Today, GAROP is a network of over 400 members worldwide.

The GAROP Steering Group (GAROP's governing body) provides the strategic direction for GAROP's work and is supported by a Secretariat Coordinator.

You can read about GAROP's Vision, Mission and Values [here](#). You can read about our Steering Group and the Secretariat [here](#).

### About the Age With Rights campaign

GAROP launched the '[Age With Rights](#)' campaign in February 2021 to present a unified, visible presence and amplify the voices of older people and civil society organisations in the 11th session of the UN Open Ended Working Group on Ageing (OEWG11) session held in April 2021. Due to the COVID-19 pandemic, this session took place virtually, making a loud and unified voice of civil society even more important.

As an outcome of the success of the campaign, on 3 March 2022, we held the first Global Rally as part of the campaign. The Rally was a key moment to mobilise ahead of the 12th OEWG session (OEWG12) in April 2022 to encourage governments to attend OEWG12 and support drafting a new convention on the rights of older people. Government participation at

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<sup>1</sup> In particular the Open-Ended Working Group on Ageing (OEWG) taking place at the UN Headquarters in New York once a year.

OEWG12 was better than the previous year and many governments supported a proposal by Argentina to develop a cross-regional core group to work between the 12th and 13th OEWG sessions to propose a concrete way forward to Member States.

From 27 February to 5 March 2023, we held the second Age With Rights [Global Rally](#) with even bigger mobilisation and engagement in person and on social media around the world. At the OEWG 13<sup>th</sup> session in April 2023, governments adopted by consensus a decision presented by the core group to appoint Co-facilitators to lead intersessional work between the 13<sup>th</sup> OEWG session and the 14<sup>th</sup> OEWG session.

We now need to grow the Age With Rights campaign to maintain and build momentum throughout this year alongside the important OEWG intersessional work until April 2024 and through other key moments relevant to our campaign.

### **Key communications deliverables**

The consultant will be required to:

1. Work with the GAROP Secretariat and Steering Group to develop and implement a multi-media communication plan to help shift the Age With Rights campaign into a new phase of year-round mobilisation and visibility. This plan will include communications goals, outputs, key audiences, social media platforms or other media channels, social media influencers to target, key messages, etc.
2. Production of high-quality culturally-inclusive social media campaign materials tailored for a global audience on Twitter, Facebook and Instagram containing new messaging targeting the ongoing [OEWG intersessional work](#) and using accessible design and everyday language (English), translated into French and Spanish. Key moments and initiatives for the campaign to link to include the 54<sup>th</sup> session of the Human Rights Council session in Geneva in September 2023 and the current 75 year anniversary of the Universal Declaration of Human Rights (UDHR) campaign led by the Office of the High Commissioner for Human Rights (OHCHR).
3. Production of other media assets, including press releases in English, French and Spanish, for key campaign moments with guidance for GAROP member organisations on how and where (which media channels) to use them and support in reaching out to relevant and influential media outlets.
4. Ongoing support with the design and creation of digital assets, such as short campaigner video clips, using content provided by our members and campaigners. This will draw on content from new and existing video statements and campaign activities taking place.

The GAROP Secretariat will be responsible for:

1. Conducting outreach along with the Steering Group with member organisations and campaigners to generate videos and other content for use by the consultant throughout the consultancy period.
2. Preparing and checking the translations into French and Spanish for use by the consultant in developing multi-lingual campaign assets.
3. Sharing the campaign materials produced through our social media channels in line with the communication plan.

### **Person specification**

#### **Essential**

1. Experienced in all parts of communications including media relations, stakeholder engagement, content development, digital communications and campaigns
2. Proven track record in handling external and internal communications with specific experience in events, campaigns, copy writing, and social media
3. Excellent writing skills, and proven ability to summarise technical information in clear, compelling language for different target audiences (in English)
4. Strong organisational, prioritisation and project management skills, ability to juggle multiple tasks while delivering excellent results on time
5. Knowledge of tools and tactics for maximising global social media reach and impact
6. Knowledge of live stream or video publication platforms such as YouTube
7. Understanding of how to engage and work with journalists and press successfully

### **Desirable**

1. A passion and interest in well being of older persons
2. Proficiency in French and Spanish
3. Video editing and graphic design skills
4. Work experience or knowledge of advocacy work around human rights and/or social development at the United Nations.

### **Hours and duration**

- The appointment will begin as soon as possible and will run until the end of September 2023. We envisage an initial phase at the start of the consultancy in July with a heavier concentration of consultancy days, and a fairly even distribution of the remaining consultancy days across the rest of the contract period to provide the required ongoing support.

### **Management and reporting**

- For the duration of the appointment, the appointee/consultant will report directly to and work closely with the GAROP Secretariat Coordinator and both will be accountable to the GAROP Steering Group. As the host of the GAROP Secretariat, HelpAge International acts as the contracting organisation for consultants.

### **Budget**

- There is approximately £10,000 available for this work, inclusive of all related expenses.

### **Application**

Interested consultants can send their application to [ellen.graham@rightsofolderpeople.org](mailto:ellen.graham@rightsofolderpeople.org).

Applications should include:

1. A short cover letter addressing the selection criteria above
  2. The candidate's CV
  3. Two references
  4. A financial proposal with cost estimates including daily consultancy fees, falling within the budget range, inclusive of any statutory tax deductions required and any expenses.
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