

## Call for a strategic advisor on communications & impact measurement to contribute to Eurochild's 2022-2025 strategic framework & operational plan

Launch date of the call: **19<sup>th</sup> January 2022**

Deadline for expressions of interest: **26<sup>th</sup> January 2022**

Timeframe for delivery: **February – April 2022**

Eurochild is seeking a consultant with relevant expertise and experience to advise the network in its transition to a new strategic framework and operational plan, specifically regarding our communications strategy and impact measurement.

The selected candidate will work closely with the Secretariat and Management Board to review the network's assets regarding communications and impact, and to provide guidance on development and operationalisation of Eurochild's next strategic framework.

### Background

Eurochild is a network of organisations and individuals working with and for children throughout Europe, striving for a society that respects the rights of children. We influence policies, build internal capacities, facilitate mutual learning and exchange practice and research. Our work is underpinned by the UNCR. Our work includes direct work with children and young people, guided by [Eurochild's Child Protection policy](#).

[Eurochild Strategic Plan \(2019-2021\)](#) has expired. In 2021 conducted a members' survey and facilitated members dialogue as contribution to the next strategic framework 2022-2025. The management board have provisionally agreed the 4 overarching strategic goals to be agreed at the 2022 General Assembly (to be organised online 10-11 May 2022). In parallel Eurochild is developing an operational plan which will look across the main activity areas : advocacy, communications, membership, child & youth participation and establish achievable milestones and targets in the coming four years. A key aspect of this work is to support the development of the Strategic Framework and its accompanying operational plan to ensure the Secretariat is fit for purpose in light of the changing nature of our funding profile and expected future impact.

In 2021 Eurochild innovated in its communication style, by launching the '[Can We Believe in You](#)' campaign. The network is also making efforts to diversify its funding sources, in particular to attract corporate partnerships as well as individual giving. The consultant will be expected to assess Eurochild's success in reaching new audiences and attracting new income sources and what needs to be in place to sustainably grow our impact and funding.

## Description of tasks, timeline & deliverables

The assignment includes the following milestones and deliverables:

- 11 February 2022 : Discussion item of the next Eurochild Management Board meeting to agree expectations for the draft Strategic Framework that will be presented to members at the 2022 GA.
- February – April 2022. Providing strategic & practical guidance to Eurochild’s communications team to optimise processes within the team, & more effectively measure our communications impact.
- February – April 2022. Working with the Management Board & Executive Team, further elaborate Eurochild’s Strategic Framework & provide strategic advice that will inform the operational planning.

## Candidates requirements

- Solid track record in organisational change, strategic development and communications
- Past experience in monitoring and evaluation and measuring impact
- Strong commitment to, and understanding of, Eurochild’s change agenda
- Familiarity with European networks & the role of Eurochild civil society
- Structured, organised & collaborative

## Selection process & conditions

Interested consultants should send a CV including qualifications and relevant past experience and a brief expression of interest to Jana Hainsworth, Secretary General ([jana.hainsworth@eurochild.org](mailto:jana.hainsworth@eurochild.org)) by 26<sup>th</sup> January 2022.

Short-listed candidates will be notified and invited to interviews (conducted online on 28<sup>th</sup> January). The expression of interest (max 2 pages) should outline motivation, brief reflections on the tasks involved, as well as expected remuneration. Specific terms of reference will be agreed following discussions with the selected consultant, outlining expectations, work methodology, outputs, etc.

Award ceiling: 12,000€ excl. VAT