I. INTRODUCTION

The Global Alliance for Green and Gender Action (GAGGA) is a vibrant and diverse network, established in 2016, involving women's funds, environmental justice funds, NGOs, and women-led community-based organisations, joining forces to strengthen the nexus of women's rights, gender, climate, and environmental justice at local, national, and regional levels in Africa, Asia, the Pacific, Latin America, Europe and globally. GAGGA works towards enhancing linkages and collaboration among women-led CBOs and women's rights, gender, environmental and climate justice movements at multiple levels, to pursue L&A agendas for environmental and climate justice that amplify women's, girls’ and trans, non-binary and intersex peoples’ leadership, resilience, agency and promote their human rights. Specifically, GAGGA aims to influence governments, investors, and donors at multiple levels to divest from fossil fuel (related) industries, defend critical ecosystems and support inclusive, sustainable and gender-just climate solutions. For this lobby and advocacy (L&A) work communication is a key component.

GAGGA is led by the Fondo Centroamericano de Mujeres (FCAM), based in Costa Rica, in collaboration with Mama Cash and Both ENDS, both based in the Netherlands. It is supported by the Ministry of Foreign Affairs of the Netherlands (MFA) under their Power of Voices (PoV) programme (2021-2025), following on from their support provided by the Dialogue and Dissent (D&D) programme (2016-2020). Global Greengrants Fund, Prospera – International Network of Women Funds, Women’s Environment & Development Organization (WEDO) and 350.org are strategic allies to the alliance, developing and offering insights into the importance of resourcing women’s rights, environmental and climate justice; strengthening L&A on climate finance; and building connections with climate justice movements.

One offspring of GAGGA is the Autonomy and Resilience Fund (ARF). During the COVID-19 pandemic, GAGGA initiated a one-time funding initiative aimed to address the urgent needs of women environmental defenders and their communities. The fund addressed these needs through the strengthening of community-driven systems of resilience and autonomy that are based on principles of equity, solidarity, and collective care for people and nature. In total, €255,000 was distributed to 41 community-based organisations and seven NGOs in 21 countries around the world. The evaluation report Transforming Fear Into Hope concludes that more funding is needed for these kinds of initiatives because the challenges, needs and opportunities that the communities presented to the ARF will continue to exist, also beyond the COVID-19 pandemic.

II. INTRODUCING THE AUTONOMY AND RESILIENCE FUND (ARF NPL)

Based on the report Transforming Fear Into Hope, we found the Dutch Postal Lottery (NPL) willing to support a follow-up project (ARF NPL) for the period of April 1st 2022 to March 31st 2025. So far we have distributed around 750,000 euro via 24 Small Grants Funds, which include 16 Women’s Rights Funds and 8 Environmental Justice Funds. These funds have or are in the process of distributing the grants to their grantees.

Apart from grant-making, the other goal of ARF NPL is to convey a strong message, with the aid of multiple communication tools, to policymakers, donors and investors about the need for funds like the Autonomy and Resilience Fund of GAGGA to address the urgent needs of women environmental defenders and their communities through the strengthening of community-
100 groups have been supported with funds and increased their autonomy and resilience on the short and long term; reinforcing and enlarging women’s role and leadership in the resolution of environmental- and climate issues. 

Donors and policymakers have been informed (through media campaigns, documents, webinars, workshops or funders conventions, etc). 

Donors have taken up similar funds in their portfolio.

III. SENIOR COMMUNICATION SPECIALIST

GAGGA is looking for a Communication Expert who has experience in working with NGOs, environmental & social movements, and feminist & women-led groups; who can think out of the box; who is capable of producing ‘catchy’ materials for different types of audiences.

The Communication Specialist will help us coordinate to develop attractive communication materials for the initiatives that ARF NPL and GAGGA support, about the way the grants are used, and the importance of the work of the women environmental defenders and their communities. We need a communication plan, outlining the type of communication tools we will use for advocacy purposes (as there are for example a website or a landing page, reports/documents for media campaigns and for side events, workshops, and/or funders conventions, etc). 

The output of the ARF NPL project (in March 2025) will be:

- 100 groups have been supported with funds and increased their autonomy and resilience on the short and long term; reinforcing and enlarging women’s role and leadership in the resolution of environmental- and climate issues.
- # donors and policymakers have been informed (through media campaigns, documents, webinars, workshops or funders conventions, etc).
- # donors have taken up similar funds in their portfolio.

IV. THE ASSIGNMENT

The Communication Specialist will be responsible for developing, writing and implementing a Communication Plan that aligns with the goals of GAGGA and ARF NPL. This will be done in close coordination with the GAGGA Communication Strategist and GAGGA Coordinator responsible for advocacy and collaboration. In particular, the responsibilities will include:

- Development of a Communication Plan aiming at influencing donors, governments and/or investors, in line with the International Advocacy Framework of GAGGA, the GAGGA Communication Strategy and the goals of the ARF NPL project;

- Implementation of the plan in the coming two years, with hired specialists in communication, writing, filmmaking, research, etc. (in close collaboration with the GAGGA communication staff and GAGGA staff working on lobby and advocacy).

- The communication specialist will be responsible for managing the knowledge generated during the implementation of the Communication Plan. This includes documenting the communication activities, collecting feedback from stakeholders and sharing lessons learned with the GAGGA Coordination Unit and the Alliance Members. The expert will also contribute to the development of a knowledge management system for the project’s communication activities.
A. Developing the Communication Plan:

The Communication Specialist will -

- Outline a participatory process for developing the communication plan and its implementation.
- Coordinate further defining and describing the target groups of the communication - donors, policymakers, investors, and others (together with the GAGGA alliance members, the GAGGA communication strategist and the Advocacy Strategy group)
- Formulate a Communication Plan together with the GAGGA Coordination Unit and the Alliance Members Both ENDS, FCAM and Mama Cash. This plan includes:
  1. Propose selection of the type of communication tools and materials best suited for the target groups, preferably creative & catchy with a strong message and call to action.
  2. Advice on the production and use of the tools – these may include video materials, documentaries, collecting stories, web page/landing page, interactive mapping, interactive short videos, qualitative and quantitative data, and possibly many others.
  3. A plan of action and time frame.

B. Implementation of the Communication Plan -

The communication specialist will coordinate the production of the communication tools – depending on the plan and selected instruments to be used in various spaces. Budget will be available to contract additional expertise.

C. Time frame
August - September: drafting of the communication plan
October- November: hire experts as described in the communication plan.
December 2023 – December 2024: further implement the communication plan.

D. Deliverables:
- Communication Plan for ARF NPL & GAGGA advocacy
- Communication tools developed

V. EXPERTISE AND SKILLS NEEDED:

GAGGA seeks to hire a consultant that incorporates the following competencies:

- Experience working on communications activities for complex, multi-actor lobby & advocacy programmes and activities, particularly bridging local, regional and global spaces related to feminist, climate and environmental justice movements as well as policy negotiations such as the UNFCCC climate meetings.
- Experience in communication campaigning particularly with movements with a feminist/environmental/climate/social justice lens
- Ability to coordinate with different stakeholders and to work in multi-layered organizations.
- Knowledge in women’s human rights, environmental and climate justice and (at least one field);
- Strong technical and analytical capabilities relating to communication and documentation
• Creative and innovative
• Ability to deliver high-quality work in a timely manner
• Fluent English speaker; knowledge in Spanish and French (desirable)
• Availability between July 2023 and December 2024

VI. GAGGA REFERENCE DOCUMENTS AND DATA SOURCES

• GAGGA Autonomy and Resilience Fund Proposal
• GAGGA Autonomy and Resilience Fund Phase 1 Synthesis report Transforming Fear into Hope

VII. RECRUITMENT TIMELINE

The hiring timeline is as envisioned as follows:
• June 5th to June 22nd: advertising of the assignment.
• June 22nd deadline for expression of interest.
• June 23-28th: selection of the candidates for interviews.
• July 3rd - 6th: interviews with the GAGGA ARF NPL team and the Advocacy Strategy team.
• July 12th - 14th: second-round interviews.
• July 18th: notify the selected candidate and initiate the contracting process.
• July 28th: sign the consultant contract.
• Start assignment is depending on the date the Communication Expert can start at the earliest.

VIII. HOW TO APPLY

The consultant works fully remotely: the GAGGA Coordination Team, the GAGGA Communication Strategist and GAGGA staff working on lobby and advocacy, work from different localities and different regions.

The selected candidate will have a consultant contract with Both ENDS.

GAGGA welcomes written proposals from any interested individual and/or group of consultants. We look forward to co-constructing and implementing this Communication Plan together. To apply, kindly compile a brief proposal that encompasses the following elements:

• Technical proposal (4-6 pages maximum) outlining how you would approach the project, including:
  ○ Brief description of your background and fit for this project;
  ○ Initial ideas for the Communication Plan and a detailed timeline; and
  ○ Remuneration expectation
• Resume/CV
• 3-4 Examples of work you have undertaken that would be relevant for the assignment (as either attachments or hyperlinks)
• Your availability for an interview between July 3rd and 6th, 2023, and an indication of your timezone

Please send in your proposal, CV and work examples with the subject line “Application Communication Specialist” to Maaike Hendriks, m.hendriks@bothends.org. The deadline is June 22nd 2023.