

**ILGA – North America and the Caribbean
(ILGA-NAC)
Terms of Reference
Communications, Digital and Marketing Consultant**



I. PURPOSE OF CONSULTANCY

The consultant will be responsible for the development of a communications and advocacy strategy and production of related communications and marketing products for ILGA-NAC.

II. BACKGROUND

ILGA-NAC is one of the six regions that comprise the International Lesbian, Gay, Bisexual, Trans, and Intersex Association, and is made up of LGBTIA+ and Associate organizations from Canada, the Caribbean, and the United States of America. As a regional non-government organization ILGA-NAC seeks to; (a) collectively works for the equality of, the end of violence against, and the liberation of lesbian, gay, bisexual, trans and intersex (LGBTI) people including 2 Spirit persons; (b) inform member organizations about and integrate members into a global network of LGBTI activists and, (c) act as a partner within the framework of the aims and objectives of ILGA and other regions.

III. OBJECTIVES

To design and implement a regional communication and visibility plan for ILGA-NAC. The overall objective of this assignment is to support ILGA-NAC with the implementation of a communication and marketing strategy in coordination with the ILGA-NAC team, and to produce high quality communications and marketing materials that reflect ILGA-NAC's ethos, branding guidelines, and visual identity.

IV. DESCRIPTION OF SERVICES

Reporting to the Regional Program Manager, the Communications, Digital, and Social Media Consultant, is responsible for developing and implementing ILGA-NAC's external communications and media strategies through traditional and digital distribution channels including but not limited to newsletters, press kits, briefings, social media platforms, and third-party applications.

V. ACTIVITIES AND DELIVERABLES

- (a) Assessment of existing marketing and communication systems and processes with a view to the development and roll out of a comprehensive communication and media strategy.
- (b) Research and trend analysis of comparative regional, and international social media packaging and content ensuring that ILGA-NAC's communication strategies and content are on par with industry trends.
- (c) Manage communications and branding across platforms (traditional and digital), including layout and design of publications, organisational logo, font type and size etc.
- (d) Produce creative content and strategies to promote ILGA-NAC in traditional and digital spaces including, promotional campaigns, and other marketing initiatives across media (press, television, digital etc.), social media strategies e.g., calendars encompassing local, regional, and global days of importance/recognition and issues of interest to the organisation.
- (e) Schedule and publish related traditional and digital communication and marketing materials, ensuring that they project the company's unique "voice" and are in line with partner/donor requirements.

VI. QUALIFICATIONS/COMPETENCIES/ EXPERIENCE

Individual consultant must have:

- Experience working on sexual orientation, gender identity, gender expression and sex characteristics (SOGIESC) related issues.
- Bachelor's degree in marketing, communications, journalism, or other related areas.
- At least 5 years-experience in consulting on marketing and social media.
- In-depth knowledge of digital and social media and communications.
- Demonstrated experience in mobilizing and engaging online audiences through integrated digital and social media strategies.
- Experience in developing guidelines, manuals, etc., related to social media.
- Experience in data and performance analysis.
- Be a good listener and problem solver.
- Be able to work in a multi-cultural environment.
- Experience with media organizations is an asset.

VII. LOCATION

The Communications, Digital and Marketing Consultant will work remotely and liaise closely with RPM on strategy and implementation. Travel will be required across North America and the Caribbean.

VIII. DURATION

The consultancy will be part time starting on February 5th, 2024, for an initial period of six (6) to twelve (12) months, with the possibility of renewal.

IX. HOW TO APPLY

Interested candidates should submit their CV, via email to Sharon Mottley, Regional Program Manager at rpm.ilga.nac@gmail.com by January 15th, 5:00 pm (EST). Email subject line must include "Communications, Digital and Marketing Consultant". We appreciate all interest in this opportunity, but only shortlisted candidates will be contacted.