

Terms of Reference for service provider for the project:

“Protection of Vulnerable Migrants with Special Emphasis on Empowering Women in the Context of Migration in Central Asia

1. INTRODUCTION

Established in 1951, the International Organization for Migration is the leading inter-governmental organization in the field of migration and works closely with governmental, intergovernmental and non-governmental partners. IOM is dedicated to promoting humane and orderly migration for the benefit of all. It does so by providing services and advice to governments and migrants.

IOM Kazakhstan is implementing a 3-year project titled: “Protection of Vulnerable Migrants with Special Emphasis on Empowering Women in the Context of Migration in Central Asia”, funded by the Norwegian Ministry of Foreign Affairs (Norway MFA). The project’s overall objective is to contribute to the protection of migrants and increase the resilience of vulnerable migrants, especially women, in Central Asia, in the context of the ongoing COVID-19 pandemic. The project will primarily work with partner NGOs, Inter-Ministerial Commissions on Combating Trafficking in Persons, National Committees for Women and Family Affairs, Central Asian ministries of internal affairs, foreign affairs, health, labour.

2. POSITION INFORMATION

Position title:	Service provider for IOM to implement a regional information campaign to promote the empowerment of women in the context of migration in Central Asia.
Duty station	Home based.
Type & duration of Contract:	Service agreement (6 months),
Organizational unit:	PXD
Preferred starting date:	21 august 2023.
Reporting to:	National Officer

3. BACKGROUND

The five countries of Central Asia – Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan – are closely linked in terms of history and culture. Issues of migration management in these countries are therefore also linked and share strong commonalities. The latest migration trends in Central Asia have placed the issue of migration high on the regional agenda. Migration, as a cross-cutting issue, influences all aspects of life of all countries, including national security, social and economic development, health and education, labour and employment, environment and gender. Some Central Asian countries recognize migrants’ contribution to economic development and poverty reduction, yet migrants are the most unprotected and vulnerable group of the population in Central Asia. Female migrants face specific severe risks due to being both a woman and a migrant. The dynamic migration landscape in the region, calls also for increased attention of all stakeholders to ensure that migrant vulnerabilities are identified, and that migrants, especially women, are being protected throughout their migratory experience. This certainly requires concerted efforts at the national level but also a greater regional cooperation. The need

for strengthened cooperation and response has become even more pressing during the ongoing COVID-19 pandemic.

The proposed project aims to contribute to the protection of migrants and increase the resilience of vulnerable migrants, especially women, in Central Asia, in the context of the ongoing COVID-19 pandemic. The project will achieve this overall objective by accomplishing the following three outcomes at the individual and at the household/family level, at the community and at the structural levels:

- Outcome 1: Women in the context of migration are empowered to participate in the labour market in countries of origin and destination (at the individual, household/family levels)
- Outcome 2: Target communities in Central Asia adopt gender equitable attitudes and behaviours towards women in the context of migration (at the community level)
- Outcome 3: Strengthened national response to migrants' vulnerabilities through consolidated coordination platforms, and cooperation among all relevant actors, also in the context of the ongoing COVID-19 pandemic (at the structural level)

Thus, according to the IOM outcome 3.2, it is recommended to widely publicize this topic in society through an information campaign in Central Asia, in order to draw attention to the seriousness of the problem and change attitudes towards its solution.

4. THE NATURE OF THE WORK

Under the direct supervision of the National Programme Officer, the successful service provider will:

- identify the most effective communication channels to reach IOM target audiences (geolocation is the Republic of Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan).
- provide targeted online information, considering gender, sex, age characteristics of the IOM target audience, including labor migrants and members of their families, migrants, and victims of human trafficking. Also, ranking and selection of the audience by social interests, preferences and key queries in search engines.
- create, develop and produce animated videos (not less than 5) no longer than 30 seconds each (topic and text will be specified at the time of approval), with the call to click the link (to be specified at the time of approval).
- purchase traffic in real time through the interfaces of advertising systems (relevant sites for IOM Central Asia), which will allow to buy specific users of necessary amount rather than the entire block of traffic.
- provide advertising to promote the IOM page to which the call to click the link will be made using the above-mentioned tools.
- provide statistics to IOM regarding the number of views, clicks, likes and follow-ups on referral links.
- provide IOM with any data regarding the effectiveness and coverage of online materials every month.

5. TANGIBLE AND MEASURABLE OUTPUTS OF THE ASSIGNMENT

The final products expected from the supplier will be:

- a) posts written by the provider based on consultations and finalized with IOM.
- b) developed online materials (pop-up messages, banner ads, infographics, video).
- c) the target audience of IOM covered by this specific product must be at least 1,000,000 people.

- d) other relevant documents prepared by the supplier and finalized by IOM.
- e) PowerPoint presentation with key findings and key recommendations for the campaign.

6. REALISTIC DELIVERY SCHEDULE

Duration of work: maximum 6 months

Start date: August 21, 2020 (planned date)

The Service Provider will determine its final work schedule at the start of the assignment with the approval of IOM Kazakhstan. The work schedule will set clear deadlines for the completion of each expected output.

7. PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

The quality targeted and detailed of the work performed as established in above as well as compliance with agreed delivery dates.

8. REMUNERATION AND TERMS OF PAYMENT

The supplier will receive a decent fee, which will be paid into the bank account upon completion of the work and upon submission and approval by IOM of the final report on this campaign.

9. REPORTING LINE

The supplier will work under the direct supervision of the IOM Kazakhstan. As work progress, the supplier will share expected delivery results with the IOM Kazakhstan for review. IOM Kazakhstan will ensure to provide timely comments to the consultant's work and address any Consultant's request (i.e. additional information, etc.).

IOM Kazakhstan will assist the supplier in:

- Obtaining necessary existing IOM materials and statistics related to the subject;
- Providing logistical support for product development

10. WORK BASE

It is assumed that the supplier will work remotely, outside the IOM office.

11. QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/EXPERIENCES REQUIRED

The supplier team must have in its staff:

- With higher professional education in specialized fields: management and/or public relations and/or journalism and/or marketing.
- Possess strong writing skills and modern style for posts in Russian, Kazakh and English (desirable);
- At least 5 years of experience in this area;
- Experience in working with the media/government/non-governmental organizations/bloggers;

The deadline for applications is 4 August 2023.

Only applicant who meet the above qualification will be short-listed