**Terms of Reference**

Consultant to Support Project Communication and Visibility Products

**Background**

The International Labour Organization (ILO) is a UN specialized agency dealing with work and workplace issues, and related rights and standards. Its overarching goal is to achieve decent work for all so that everyone benefits from working conditions that offer freedom, equity, security and human dignity. More information about ILO can be found at [www.ilo.org](http://www.ilo.org/)

Supply chains are a key feature of today’s globalized economy, with approximately half of world trade being related to them and with 80 per cent of global GDP consisting of domestic supply chains. Integration into global supply chains provides significant opportunities for countries to attract investment, increase value added, diversify exports, become more competitive, and access and upgrade to new technologies, which in turn helps to increase incomes, create jobs and alleviate poverty.

The new ILO project **“**[**Building Responsible Value Chains in Asia through the Promotion of Decent Work in Business Operations (Phase II)**](https://www.ilo.org/projects-and-partnerships/projects/building-responsible-value-chains-asia-through-promotion-decent-work-0)**”**, will be launched in the context of an increasing demand on companies to respect human rights and labour rights in their operations and supply chains, including by conducting human rights due diligence (HRDD). At the same time, there is recognition that many challenges and opportunities for the realization of decent work in supply chains relate to structural and systemic issues at the national level that require collective action beyond what an individual company or the private sector can achieve on its own.

Using the **ILO** [**Tripartite Declaration of Principles concerning Multinational Enterprises and Social Policy (MNE Declaration)**](https://www.ilo.org/ilo-department-sustainable-enterprises-productivity-and-just-transition/areas-work/tripartite-declaration-principles-concerning-multinational-enterprises-and) as a framework for action, the Phase II of the project aims at:

* Putting in place supportive measures to accompany enterprises’ efforts to promote compliance with national laws and respect for the principles of international standards to promote human rights and labour rights in supply chains
* Enhancing capacity, dialogue and collaboration among the ILO tripartite constituents and relevant stakeholders in the programme countries to foster an enabling environment for sustainable and responsible business practices and decent work

The ultimate objective is to promote inclusive, responsible and sustainable enterprises and decent work in supply chains in the specified sectors in the programme countries in Asia.

The project, funded by Japanese Ministry of Economy, Trade and Industry (METI), will build on experience and lessons learned from Phase I of the same project, which was implemented in Bangladesh, Cambodia, Japan, and Vietnam. The Phase II of the project will be implemented in India, Japan, Lao People’s Democratic Republic and Malaysia.

As part of the project implementation in Lao People’s Democratic Republic, the ILO is seeking an experienced consultant to support in the project communication and visibility products.

**Objectives**

The objective of this consultancy service is to support increasing visibility, awareness and outreach of the Building Responsible Value Chains in Asia through the Promotion of Decent Work in Business Operations project in the Lao People’s Democratic Republic. The visibility actions will be directed towards all relevant audiences, including but not limited to project implementing partners, beneficiaries and the public, donors, and development partners. It will involve designing and implementing actions tailored to the needs and circumstances of the audiences and aligned with project outputs. The communications and visibility materials will be developed in both English and Lao as far as possible.

**Tasks**

The consultant will work closely with the Building Responsible Value Chains Project team to perform the following tasks described below in Vientiane:

1. Design or re-design (adapt) project communication materials including but not limited to training promotional materials, information briefs, brochures, factsheets, posters, and rollup banners, ensuring correct use of the ILO visual identity guidelines – tentatively 8 products.
2. Take high-quality, engaging and impactful photographs at approximately 8 events, meetings and workshops and upload the best photos on ILO Flickr with captions.
3. Prepare a press release / web article following the project’s events in both English and Lao language appealing to media, stakeholders with professional journalistic tone – tentatively 8 press releases.
4. Record short videos with participants of events that can be used on social media
5. Develop engaging and tailored social media posts to promote project events, trainings, achievements and updates – tentatively 8 contents

All tasks outlined above will be performed in Vientiane. The consultant should have access to necessary equipment for photography and design (e.g., professional camera, design and editing software) to perform the abovementioned tasks.

**Duration**

It is expected that the assignment will be carried out from **20 January to 31 May 2025** with an estimated input of **20 working days** maximum.

**Eligibility Criteria**

**Academic requirements**

* A university degree in communications, journalism, graphic design, media studies, or a related field.

**Experience**

* At least 3 years of experience in the area of communications, information management, design, photography and/or videography.
* Experience working with an international or intergovernmental organizations, development partners, or development projects is preferred.
* Demonstrated experience in designing and producing high-quality communication materials (e.g., brochures, banners, reports, presentation slides) for print and digital platforms.
* Experience in event photography and/or videography including editing.

**Skills**

* Proficiency in graphic design tools such as Adobe Illustrator, InDesign, Photoshop, or Canva.
* Strong expertise with professional photography and/or videography, including post-production editing.
* Fluency in English and Lao (written and spoken).
* Familiarity with social media content creation.
* Strong commitment, efficiency and flexibility.
* Gender-sensitive, culture-sensitive, and ability to work with colleagues from different cultural backgrounds.

**Competencies**

Values

**i. Inclusion and respect for diversity** respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.

**ii. Integrity and transparency:** maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.

**iii. Professionalism:** demonstrates ability to work in a composed, competent and committed manner and exercises careful judgment in meeting day-to-day challenges.

Core Competencies – behavioural indicators

**iv. Delivering results:** produces and delivers quality results in a service-oriented and timely manner; is action-oriented and committed to achieving agreed outcomes.

**v. Accountability:** takes ownership for achieving the Organization’s priorities and assumes responsibility for own action and delegated work.

**vi. Communication:** encourages and contributes to clear and open communication; explains complex matters in an informative, inspiring, and motivational way.

**Application**

Interested individuals must submit the following documents/information to demonstrate their qualifications:

* **Curriculum Vitae (CV)** indicating all the relevant qualifications and work experience, including prior experience in similar work.
* **A short cover letter** indicating how your qualifications and experience make you suitable for the assignment. The cover letter should also include a proposed consultancy fee.
* **A short portfolio of previous work** showcasing examples of designed communication materials, event photography, social media posts, press releases.

The ILO promotes equal opportunities for women, men and disabled candidates to obtain decent and productive employment in conditions of freedom, equity, security and human dignity.

Interested individuals must submit aforementioned documents to the ILO through email at [oudomvilay@ilo.org](mailto:oudomvilay@ilo.org) and [pimpisut@ilo.org](mailto:pimpisut@ilo.org) by **14 January 2025, 5:00 PM (Vientiane Time)**. Late submissions shall not be considered for further evaluation.