

## TERMS OF REFERENCE



**Title: Consultant to develop content for Vietnam Gender Equity Network**

**Location: Online**

**Duration: May – December 2024**

**Reporting to: GEN Regional Coordinator**

Founded in 1945, CARE is a leading humanitarian organisation fighting global poverty and providing lifesaving assistance in emergencies. In over 100 countries and territories around the world, CARE places special focus on working alongside poor women and girls because equipped with the proper resources, they have the power to help lift whole families and entire communities out of poverty. To learn more, visit [www.care-international.org](http://www.care-international.org).

CARE in Vietnam is a creative and dynamic organisation working with Vietnamese and international partner organisations since 1989 in over 300 projects. We recognise that the key to achieving equitable development outcomes lies in addressing deeply rooted, structural underlying causes of poverty and injustices contributing to the exclusion and vulnerability of particular groups in society. Our long-term program goal in Vietnam is that poor and marginalised ethnic minority and urban people of all genders, particularly women, equitably benefit from development. To learn more, visit [www.care.org.vn](http://www.care.org.vn)

### **Project information**

Integrating gender equity within policies, practices and operations is a relatively new and complex area for many suppliers, and many do not have access to the knowledge, skills and resources required to start making changes. Additionally, for those suppliers that have made efforts to promote and integrating gender equity, as of yet, there is limited space for them to share and exchange experiences – which is a missed opportunity for the sector to build on and scale up practical strategies that have worked in closing critical gender gaps at the factory-level.

Recognizing these gaps, a ‘Gender Equity Network’ (GEN) was established for suppliers within the global apparel supply chain. It is a co-created initiative for pre-competitive collaboration among multiple brands, sponsored by Target and implemented by CARE, in collaboration with RISE.

The GEN is a **regional community of practice**, with country-level sub-communities (in Cambodia, Indonesia, Vietnam), focused on building gender equity capacity among supplier factories and business partners. The GEN has a strong focus on application – the intention is to equip members with the knowledge, skills, and confidence to begin working towards better gender equity outcomes in the course of their day-to-day work – and on peer-to-peer learning. GEN is facilitated **primarily online** via a community engagement platform and supported by annual in-person events.

GEN members, who are management-level employees from garment suppliers, will have the opportunity to explore gender equality issues within factory operations; build a common understanding of gender equality topics; exchange their experiences, ideas, challenges, and solutions for integrating gender equity within the supply chain; and bring a shared voice to broader discussions on gender equity across the sector.

### **Rationale and purpose**

GEN is coordinated at the regional level across 3 countries, with country-specific adaptation. CARE in Vietnam (CVN) takes charge of delivering GEN content within Vietnam Community space, adapts learning content to the Vietnamese context and Vietnamese language, as well as facilitates engagement content for community building.

CVN is looking for a consultant(s) to create GEN content materials for the GEN Vietnam Community on Mighty Networks. The content will focus on 4 thematic areas: Women's Economic Empowerment, Gender responsive health and wellbeing, Women's Voice and Leadership and Organizational culture.

#### **Content pillar:**

- **'Better Threads'** is a weekly, bite-size piece of information that shares engaging gender equality content that is motivational and relevant at the factory-level and trigger conversations or tests/helps retain knowledge.
  - o Content may include: frequently asked questions – answered by experts, 2-min news update, profiles and interviews featuring member suppliers that have made or are intending to make improvements towards integrating gender equity in their operations; most significant change stories about women garment workers that have experienced economic and social benefits from improved industry practices; outcomes from GEN capacity-building or networking events and upcoming GEN capacity-building events and/or other regional and country-level industry training opportunities, etc.
- **'Supplier Connect'** are monthly facilitated get-togethers that promotes participant networking and supports encourage peer-to-peer learning. Supplier Connects' are discussion-focused, practical, and (to some extent) informal.
  - o Each month a specific topic is selected, and the format of the event can vary from live Q&A session with experts, panel discussion, to virtual coffee talk with brands' representative, etc. The format, which sets to be creative and flexible, provides suppliers with an opportunity to learn from other supplier experiences and offers space for industry perspectives and feedback that can be used to bring trust and authenticity into other gender equity initiatives that suppliers may be engaged in.
- General **community building** content to facilitate conversation and build engagement.

#### **Target audiences**

##### *Primary*

- Compliance Managers/ Officers, HR Managers/ Officers, Trade Union representative, Workers Committee members from garment supplier factories and vendors in Vietnam

##### *Secondary*

- Global garment brands and retailers (e.g., Target, GAP, Nordstrom)
- NGOs and other impact-oriented stakeholders in the garment sector

#### **Copy & Visual style**

Key words: simple, easy to navigate, clean, corporate, professional, bright, engaging, user friendly, action oriented.

**Language:** Vietnamese

#### **Scope of work and key deliverables:**

The consultant's scope of work may include the following key areas:

- Review GEN Regional Content Guideline and contextualize into a Vietnam-specific Content Plan
- Develop content materials for Better Threads pillar (both copy and visuals), based on Regional Content Ideation tool (topics and resources already provided) and general community engagement content piece.
- Publish content as scheduled onto GEN Vietnam Community space on Mighty Networks.
- Support organizing Supplier Connects events.
- Prepare a brief report with recommendations for engaging content type every 3 months.
- Bi-monthly meeting with GEN Regional Coordinator, GEN Content lead and GEN focal points from

- other country offices for brainstorming and content alignment.
- Support other GEN activities in Vietnam (upon mutual agreement).

**Key deliverables:**

- A detailed content plan
- Content materials, including:
  - o 4 Better Threads posts (copy & visual) each month (May – December 2024: a total of 40 posts)
  - o 02 community building posts each month (May – December 2024: a total of 20 posts)
- 01 post analytics and user engagement report every 3 months

**Tentative Timeframe**

<b>Deliverables</b>	<b>Duration (Estimated # of days)</b>	<b>Timeline</b>
Onboard & initial meeting with CVN’s project team and GEN Regional Coordinator	0.5	May 2024
Review Regional content guideline	1	May 2024
Develop Vietnam detailed Content Plan	3	May 2024
Develop Better Threads posts	20 (0.5 working day for each post)	May – Dec 2024
Develop community building posts	5 (0.25 working day for each post)	May – Dec 2024
Generate reports and prepare recommendations	3 (1 working days every 3 months)	May – Dec 2024
Bi-monthly meeting with regional focal points	5 (0.5 working days every 2 months)	May – Dec 2024
Support GEN activities in Vietnam	2 (tentatively, can be adjusted based on actual schedule)	May – Dec 2024
<b>TOTAL</b>	<b>39.5 days</b>	

Number of days can be adjusted upon discussion with the consultant.

**Selection criteria**

The consultant must meet minimum required qualifications, experience and competencies as follows:

- Proven experience in social media/web page content creation.

- Good copy writing skills in Vietnamese language.
- Ability to create basic visuals for social posts.
- Knowledge in areas of gender equality and diversity, equity & inclusion (DEI).
- Understanding of the garment sector, corporate social responsibility and social compliance is an advantage.

**Application procedure:**

Interested candidates should submit the following documents, clearly stating the title of the Terms of Reference to email: [Procurement2@care.org.vn](mailto:Procurement2@care.org.vn) before 9AM on 10 May 2024.

**Applications including:**

1. CV
2. A list of relevant past work
3. Detailed financial proposal with the daily rate for the consultancy (this file is separated)

CARE is an equal opportunity employer committed to a diverse workforce. Women, ethnic minorities and people with disabilities are strongly encouraged to apply.

*Thanks for your interest in CARE! We are committed to each other and to the protection of the people we serve. We do not tolerate sexual misconduct within or external to our organisation and imbed child protection in all we do. Protection from sexual harassment, exploitation and abuse and child protection are fundamental to our relationships, including employment, and our recruitment practices are designed to ensure we only recruit people who are suitable to work with other staff and the people we serve. As well as pre-employment checks, we will use the recruitment and reference process to ensure potential new consultant/supplier understand and are aligned with these expectations. To find out more, please contact the Human Resources Team Leader.*