



Reimagining Industry to Support Equality

TERMS OF REFERENCE

RISE Communications Consultant

January 1 – December 31, 2024

BACKGROUND

RISE (Reimagining Industry to Support Equality) is a collaborative initiative focused on accelerating and expanding gender equality and women’s empowerment across global supply chains, through the delivery of workplace interventions and greater cross-sector collaboration. Its mission is to empower women workers, embed gender equality in business practice and catalyze systems change with an initial focus on the apparel, footwear and home textile sectors. RISE is a membership organization that works with the world’s largest apparel and footwear brands as well as suppliers as members. RISE is founded by BSR’s HERproject, CARE, ILO-IFC Better Work, and Gap Inc’s P.A.C.E program. RISE is hosted by BSR with a longer-term intention of becoming an independent not-for-profit entity.

RISE focuses on three interrelated pillars of action to tackle both immediate barriers and medium/long term structural improvements for women workers. These include increased agency, confidence, and communication, increased access to and control over financial products, services and resources, enhancement of the capabilities of unions and industry organizations to serve as gender champions, and implementation of policies at the workplace level, but also regional and national levels that promote gender equality.

Pillar 1: Capacity Strengthening: Working in factories in key countries, RISE achieves impact with a network of local civil society partners and organizations working on gender equality to deliver worker capacity building programs. There are four programs available (i) Foundation – a 13 month needs based worker training program (ii) Digital – a 8-month tablet-based learning on health, financial literacy and stress management, (iii) Respect - one year program on gender-based violence prevention and remediation and (iv) Financial Health – a one year program on financial capability, resilience and inclusion.

Pillar 2: Market Transformation: RISE works with and encourages leadership from industry actors (brands, buyers, suppliers, and worker representatives) to improve operating practices at all levels in global value chains to support greater gender equality outcomes.

Pillar 3: Influencing: RISE leverages founding partners’ existing relationships and identify opportunities to work in partnership to influence employer/company/factory policies, programs, and budgets, as well as government policies that impact workers, in particular women workers, and support the breaking down of harmful social and gender norms.

PURPOSE OF THE CONTRACT

RISE is at an exciting path to grow and build our new organization and strategic focus. We are looking for a motivated and experienced communications professional who will play a key role in helping RISE drive toward our mission that women working in global supply chains experience greater dignity, equality, greater choice of opportunities and fulfilment of their rights.

We are looking for a creative and strategic-thinking individual experienced in implementing integrated communications strategies that will resonate with a diverse set of stakeholders, demonstrate our tangible impact and raise our profile.

Working as part of a small, international team and reporting to the Executive Director, this role would suit someone with an excellent understanding and experience of communications and marketing in the intersection between corporate sustainability and international development, knowledge about the apparel, footwear and textile industries, and a passion for gender equality and women's empowerment.

SCOPE OF WORK

The Communications Lead will finalize the development of and deliver a creative, compelling, and effective communications strategy, promoting and demonstrating RISE's impact, and raising our profile and positioning RISE internally. The Communications Lead will be considered as a RISE team member and will be expected to participate in team meetings and contribute to team discussions.

The Communications Lead will lead the delivery of the communications strategy including message development and brand reinforcement, promotion of events, reports and other assets, and the ongoing planning and implementation of RISE's social media presence.

Strategy & Planning	<ul style="list-style-type: none">• Implement and update RISE's 2024 communication strategy and plan in partnership with the RISE team• Develop communications that effectively demonstrate RISE's impact and convey RISE's strategic vision to inspire member and stakeholder• Support Executive Director with communication updates for Steering Board meetings• Personal presence to represent RISE in diverse forums including Steering Board meetings, and organizational relationships• Develop communications that• Identify opportunities to enhance organization's visibility and reputation
Website & Social Media	<ul style="list-style-type: none">• Advise RISE team member on social media and website (CMS) updates in line with communications strategy• Create new assets such as case studies, video and infographics• Support and train team members, as appropriate, to contribute to the website and engage in social media• Monitor, analyse and report on the effectiveness of the RISE's digital communications
Communications materials & media relations	<ul style="list-style-type: none">• Develop messaging, presentation materials, media releases, social media campaigns for key events such as International Women's Day• Provide brand, tone, copy editing and comms support to the RISE team for external communication materials and reports• Co-develop brand campaigns with RISE members and membership team• Pitch, draft and seek approval of blog posts and articles to promote RISE

	<ul style="list-style-type: none"> Oversee the production of RISE's Annual Report, supporting the RISE's partnerships team, to deliver this vital piece of work Plan and implement proactive media work around key moments and issues relevant to RISE's strategy
Event coordination & support	<ul style="list-style-type: none"> Support RISE team with conference and event submissions Support Executive Director and team members with key messages and materials for speaking opportunities RISE member event coordination and development, as required
Content gathering	<ul style="list-style-type: none"> Coordinate regular gathering of engaging stories and powerful multimedia content from RISE projects and partners, for use across communications channels Ensure content is aligned to with RISE's values, strategy and meets the highest standards
Brand, external & internal messaging	<ul style="list-style-type: none"> Help develop the RISE narrative and point of view on topics related to RISE's work to support women in global supply chains Liaise with RISE member and funder comms teams Help guide and develop responses to critical voices from media Develop and adapt RISE messaging for specific audiences Ensure all materials and messages aimed at an external audience are in line with RISE brand and strategy and reflect our values and principles Coordinate external and internal communications around various key events and moments Liaise with external service providers (designers, proofreaders, photographers, videographers, event venues, etc) as required and necessary

The Scope of Work is not an exhaustive list of duties but is intended to reflect a range of duties the consultant will perform. The Communications Consultant will be asked to deliver on a selection of the above tasks, to be prioritized together with RISE Executive Director. The Scope of Work will be reviewed regularly and may be changed in the light of experience and in consultation with the Consultant.

EXPERIENCE

We are looking for a self-starter with communications, social media, stakeholder and marketing experience who is passionate about RISE's mission and wants to join us to help grow our influence and impact. The successful candidate must be team-orientated, results-driven, flexible and **passionate about communications**. A genuine interest in and/or experience in how companies position themselves around **social sustainability, gender equality, women's empowerment**, as well as understanding of the **apparel, footwear and textile industries** (key players, media outlets, conferences etc.), is desirable.

General	<ul style="list-style-type: none"> A minimum of 5+ years of experience in communications, preferably in corporate sustainability, international development and/or public policy Capable of planning and thinking strategically, setting realistic goals and objectives, balancing multiple priorities, and managing project details Understanding of RISE program priorities and knowledge of corporate social sustainability efforts on DEI, gender equality, women's empowerment
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	<ul style="list-style-type: none"> • Knowledge or understanding of garment, footwear and textile industry and conditions for garment workers in Southeast Asia, South Asia would be helpful but is not essential
Technical experience	<ul style="list-style-type: none"> • Proven experience of delivering successful communications strategies at an organisation level • Excellent written communication skills (in English) and attention to detail • Proven track record in planning and coordinating the gathering of multimedia content to support corporate communications • Experience of delivering integrated campaigns • Experience of brand management and key message development • Experience of managing an organisation's website and using content management systems • Experience of developing and implementing social media strategies • Strong project management experience – demonstrable ability to work on several different complex workstreams at any one time • Experience of synthesizing complex information into clear, concise, and compelling communications content
Organisational effectiveness	<ul style="list-style-type: none"> • Experience of managing budgets and delivering projects within agreed costs • Self-directed, adaptable, and a quick, nimble learner who enjoys facing new situations and the challenge of ambiguity • Highly organized, with the proven ability to work independently and remotely, prioritize and complete multiple projects, meet deadlines, and maintain consistent attention to detail • Experience of commissioning and managing agencies and consultants • Excellent written and verbal communication skills (the majority of RISE's work is in English, however, other languages are a plus) • Ability to analyse and interpret data and information
Collaboration and teamwork	<ul style="list-style-type: none"> • Excellent interpersonal skills with the ability to build relationships with colleagues in all parts and at all levels of the organization • The ability to work independently and as part of a team • Experience in international organisations, working across cultures with a willingness to travel • Experience of working with and supporting partner organisations to develop and implement joint communications plans

REPORTING

The consultant will work closely with RISE Executive Director, the Partnerships team as well as Program and Country Leads to ensure brand alignment and leverage opportunities to raise RISE's profile.

APPLICATION

- Candidates who wish to apply are requested to submit the following documents:
- Covering letter addressing relevant experience for the role (two A4 pages max)
- Current CV – no more than two pages

Please send applications to recruitment@riseequal.org and reference the job title 'RISE Communications Consultant' and in the email title and file name.

PAYMENT

The consultant fees will be agreed in advance and payment will be made upon satisfactory completion of the deliverables. The consultant will be responsible for his/her own taxes and other statutory obligations.

CONFIDENTIALITY & INTELLECTUAL PROPERTY

The consultant is expected to maintain the confidentiality of all programs related information. All reports, data and other materials generated by the consultant will be the property of RISE/BSR.

Only suitable candidates will be contacted for an interview.