

## **Call for Tenders: Child Poverty Digital Advisor**

**February 2019**

## Brief Description of the Project and Background

Founded in 1995, the Children's Rights Alliance unites over 100 members working together to make Ireland one of the best places in the world to be a child. Tackling child poverty is a strategic goal for the Children's Rights Alliance in its current Strategic Plan 2017-2021. As part of this work, the Alliance is looking for digital support, on a sessional basis, for the running of the No Child 2020 Initiative highlighting the causes and solutions to child poverty in Ireland. Children's Rights Alliance staff and members will be key actors in this initiative. The Children's Rights Alliance therefore invites submissions to tender for a 10 month contract to cover the period of the initiative. This initiative will target Budget 2020 and the next General Election.

## Project Requirement

The Children's Rights Alliance is looking for an advisor for the digital strategy of No Child 2020. The role will include supporting the campaign team with the following:

- Strategic review and development of the digital strategy
- Participation in the convening of a digital working group and recruitment of experts for same
- Advising and supporting the development of digital content creation to support the campaign
- To support the social media advertising strategy targeting key audiences
- To support the campaign in the promotion, development and facilitation of positive online discussion
- Assist in the development and protection of the reputation of the No Child 2020 campaign on digital platforms
- Communicate messages in innovative and interactive ways; educate audience on causes of/ solutions to child poverty
- Attract and mobilise supporters through digital campaign tools
- Provide a platform to showcase support for the goals of the campaign to the target audiences (CRA members, political parties and Oireachtas members)

There is approximately €12,000 available for this support function.

## Tender Requirements

- Letter of interest outlining why you / your agency would be able to meet the needs of the Children's Rights Alliance
- CV of the main consultant
- Quote in euro inclusive of VAT if applicable
- Referees

### **Additional Expenses**

Any additional expenses or costs outside the agreed fee will not be covered without prior agreement.

### **How to apply**

Tenders should be submitted to Tanya Ward, Chief Executive of the Children's Rights Alliance [jobs@childrensrights.ie](mailto:jobs@childrensrights.ie) by **Tuesday 12 February 2019**. For further information, please contact Tanya directly on 087 6531069.