

## Terms of Reference

# Campaigns, Visibility, and Impact Consultancy

**Program:** Global Initiative Against Impunity for International Crimes and Serious Human Rights Violations: Making Justice Work (GIAI).

**Reporting to:** Women's Initiatives for Gender Justice (WIGJ)/International Federation for Human Rights (FIDH).

**Budget:** 19.000 EUR.

**Starting date:** November 2025 to February 2026 (~50 working days over four months).

**Location:** Remote (with the option to work on-site in the Hague).

**Application deadline:** November 2, 2025, 23:59 (CET).

## 1. Background

The Global Initiative Against Impunity (GIAI) is a civil society-led programme co-funded by the European Union. Its goal is to promote inclusive, integrated, comprehensive justice and accountability for serious human rights violations worldwide. This action is implemented until November 2027 by a Consortium<sup>1</sup> of eight organisations, the Secretariat of the Coalition for the International Criminal Court (CICC) and two associate partners.

The two specific objectives of the GIAI are:

- Increased agency and participation of rights-holders (victims, survivors, civil society organisations) in formal and informal justice processes.
- Enhanced effectiveness of the accountability frameworks and systems to fight impunity and ensure victim-centered, trauma-informed and gender-transformative justice.

To increase visibility and strengthen the positioning of the GIAI in key global policy spaces, including the upcoming Assembly of States Parties (ASP) of the International Criminal Court (ICC), the GIAI seeks to engage a consultant for a period of four months.

## 2. Objectives of the Consultancy

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<sup>1</sup> FIDH as the lead agency, Civil Rights Defenders (CRD), the European Center for Constitutional and Human Rights (ECCHR), Impunity Watch (IW), Parliamentarians for Global Action (PGA), Redress, TRIAL International, Women's Initiatives for Gender Justice (WIGJ). The associate partners are the Auschwitz Institute for the Prevention of Genocide and Mass Atrocities (AIPG) and the International Commission of Jurists (ICJ).

- Strengthen the visibility and recognition of GIAI as a leading actor in the fight against impunity.
- Key messages on substantive issues
- Ensure consistent and impactful communication across all consortium members, aligned with GIAI's existing visual identity and guidelines.
- Equip GIAI with communication tools and processes that can be sustained beyond the consultancy period.
- Provide GIAI with a professional impact reporting template that can be reused annually for donor and partner communication.

### 3. Duration, Level of Effort and Budget

- **Duration:** Four months (November 2025 – February 2026, covering the ICC ASP period).
- **Estimated level of effort:** ~50 working days over 4 months.
- **Envisaged budget :** 19.000 EUR.

### 4. Scope of Work / Key Tasks

The consultant will:

#### 1. Finalize and implement the GIAI Communications Strategy

- Refine existing draft, including key messaging and target audience segmentation.
- Develop and implement a dissemination plan, including a GIAI newsletter (to be issued every 2 or 3 months)
- Design and roll out a joint communications campaign for the ICC Assembly of States Parties (ASP), ensuring visibility of GIAI throughout the event.

#### 2. Support the coordination of the Communications Taskforce

- Convene and facilitate monthly taskforce meetings with representatives of consortium members.
- Provide strategic guidance, clarification of roles, and ensure follow-up.

#### 3. Develop and adapt GIAI communications assets (using existing visual identity)

- Produce at least 2 short videos and 10 high-quality visual/graphic assets (infographics, social media cards, branded templates)
- Adapt the existing leaflet into shorter formats (e.g., one-pagers, social media visuals).

#### **4. Create a template for harvesting impact stories**

- Co-design with the GIAI MEAL officer, Civil Rights Defenders and Impunity Watch, a simple, replicable template for collecting and drafting impact stories from FSTP grantees and consortium members.

#### **5. Support knowledge management and visibility**

- Help populate and promote the GIAI Knowledge Management Platform (KMP), including drafting/curating content and developing visuals consistent with GIAI branding, in coordination with the Coalition for the International Criminal Court (CICC) responsible for the KMP.

#### **6. Develop and test messaging**

- Set up a small "test panel" process to pre-test language for public statements, campaigns, and advocacy materials, in coordination with the GIAI MEAL officer.

#### **7. Support visibility efforts with donors and policymakers**

- Develop tailored donor briefs, including for INTPA, highlighting GIAI's achievements and added value.
- Ensure donor visibility is respected and integrated in GIAI materials where relevant.

#### **8. Develop an Impact Report Template and first edition (Institutional)**

- Draft and design a professional, branded Impact Report template (structure, layout, visual identity consistent with GIAI branding).
- Ensure adaptability for annual/biannual use.
- Deliver final draft Impact Report by end February 2026.

### **5. Deliverables, Indicators & Timeline (Nov 2025 – Feb 2026)**

Tasks	Deliverables	Indicators of Success	Timeline
<b>1. Finalize &amp; implement GIAI Communications Strategy</b>	- Finalized strategy & roadmap - 2–3 issues of newsletter - ICC ASP campaign package (social media kit, press release, visuals)	- Strategy validated by consortium - Newsletter reaches ≥500 stakeholders with ≥30% open rate - ≥50 mentions/retweets during ASP	Nov–Dec 2025 (ASP campaign) Jan–Feb 2026 (newsletter continues)
<b>2. Support coordination of the Communications Taskforce</b>	- Monthly taskforce meetings - Notes with action points	- Improved coordination - Members report better clarity & alignment	Nov 2025 – Feb 2026
<b>3. Develop &amp; adapt GIAI communications assets</b>	- 2 short videos - 10 branded visuals (infographics, templates, cards) - Adapted leaflet → one-pagers / social formats	- Assets widely used by members - ≥30% increase in engagement	Nov 2025 – Jan 2026
<b>4. Create template for harvesting impact stories</b>	- Story template co-designed & pilot-tested with FSTP	- ≥10 stories collected using template	Dec 2025 – Jan 2026
<b>5. Support Knowledge Management Platform</b>	- 6 curated content pieces uploaded & promoted	- Visible increase in platform use (baseline vs Feb)	Nov 2025 – Feb 2026
<b>6. Develop &amp; test messaging</b>	- Test panel process - 2–3 statements/campaign messages piloted	- Clearer, more consistent consortium messaging - Positive feedback from test panel	Dec 2025 – Feb 2026

<b>7. Donor visibility &amp; outreach</b>	<ul style="list-style-type: none"> <li>- 2 donor-focused packages (briefs, decks)</li> <li>- Donor visibility integrated in outputs</li> </ul>	<ul style="list-style-type: none"> <li>- Tailored donor comms produced (INTPA included)</li> <li>- Positive donor feedback</li> </ul>	Jan–Feb 2026
<b>8. Draft Impact Report Template and first edition (institutional)</b>	<ul style="list-style-type: none"> <li>- Professional Impact Report template (branded, reusable)</li> <li>- Draft first edition of Impact Report</li> </ul>	<ul style="list-style-type: none"> <li>- Template approved by consortium by Jan 2026, ready for annual use</li> <li>- First draft impact report submitted to consortium by Feb 2026</li> </ul>	Jan–Feb 2026
<b>9. Wrap-up &amp; sustainability</b>	<ul style="list-style-type: none"> <li>- Final consultancy report with recommendations</li> </ul>	<ul style="list-style-type: none"> <li>- Report adopted with action points for future</li> </ul>	Feb 2026

## 6. Management & Reporting

The consultant will report to GIAI consortium member Women’s Initiatives for Gender Justice, working in close collaboration with consortium lead FIDH. The consultant will work closely with the GIAI Communications Taskforce.

Progress updates will be provided bi-weekly, with a mid-term check-in and a final report at the end of the contract.

## 7. Qualifications

- Demonstrated experience in designing and implementing communications strategies for EU-funded projects or similar donor-funded consortia, with knowledge of donor visibility and reporting requirements.
- Demonstrated expertise in strategic communications for NGOs, coalitions, or advocacy campaigns.
- Experience in international justice, human rights, or governance issues is desirable.
- Experience with hope-based communications, including:
  - Shifting narratives from fear and threat to hope and possibility
  - Crafting values-driven messaging that inspires action and fosters empathy
  - Using storytelling, emotional framing, and audience-centered communication to engage diverse audiences
- Strong design and multimedia production capacity.
- Ability to work collaboratively with diverse organisations across geographies.

