Terms of Reference

Campaigns & Social Media Consultant

About Humanists International

Founded in Amsterdam in 1952, our vision is a Humanist world; a world in which human rights are respected and everyone is able to live a life of dignity. We work to build and represent the global Humanist movement that defends human rights and promotes Humanist values world-wide.

Humanists International is an international non-governmental organisation (NGO) with Special Consultative Status at the United Nations in Geneva, Vienna, and New York (including General Consultative Status at UNICEF); observer status at the African Commission on Human and Peoples’ Rights (Banjul); General Consultative Status at the Council of Europe (Strasbourg), and a partner in human rights with UNESCO (Paris). We also engage with the European Commission, European Parliament and the Organisation for Security and Co-operation in Europe (OSCE).

Registered in New York, USA, the main administrative headquarters are in London, United Kingdom.

Background

From 2017-2019 we worked on rebranding the organization from “International Humanist and Ethical Union” to “Humanists International”. We developed a more modern name and visuals. We did not fundamentally shift the values or approach of the organization, but we did take the opportunity to clarify our positioning.

As part of this ongoing process, we are looking for a Campaigns Consultant to assist us to promote our campaigns, advocacy and other activities through email, social media, and other electronic means.
As an organization, Humanist International has a strategic focus on a range of issues in our advocacy and campaigns work. They are issues which unite humanists, or on which humanists have a specific and unique input, issues which represent trends across international boundaries, or concerns that are sometimes overlooked or underrepresented on the international stage. These include: The right to freedom of expression, thought, conscience and religion; the human rights of LGBTI+ people; the rights of women; the rights of the child; the right to science and culture; racism and caste-based discrimination; and democracy and populism. A detailed account of issues we cover can be found here: [https://humanists.international/what-we-do/issues/](https://humanists.international/what-we-do/issues/)

Since 1952 we have created policy positions on important global issues. Our policies are passed in-line with our general statement of policy, agreed in 2015. You can read the general statement of policy here: [https://humanists.international/policy/general-statement-of-policy/](https://humanists.international/policy/general-statement-of-policy/)


Humanists International has two main social media platforms: Facebook ([https://www.facebook.com/humanistsinternational/](https://www.facebook.com/humanistsinternational/)) and Twitter ([https://twitter.com/humanistsint](https://twitter.com/humanistsint)), as well as our main website.

We also manage the End Blasphemy Laws Facebook ([https://www.facebook.com/endblasphemylaws](https://www.facebook.com/endblasphemylaws)) and Twitter ([https://twitter.com/endblasphemylaw](https://twitter.com/endblasphemylaw)) social media pages.

**Terms**

Humanists International is looking for a Campaigns Consultant for four months from September until December. We expect the consultant to be able to produce around 20-35 pieces of content per week, which might take around 10-15 hours per week.

The main outputs which we are looking for is:

1. Production of memes, social media posts, short videos and other electronic content to promote our campaigns and advocacy;
2. Communication of past policies, resources, and other pre-existing content, from our main site, and sub-campaigns;
3. Assisting with the production of news articles and marketing materials.

The Consultant will have a named line manager in Humanists International, who will provide support, management and assistance to the Consultant. The Consultant will communicate with staff and other consultants on Slack (through access to our corporate slack channel).

The Consultant will be responsible for invoicing Humanists International for their fees on a monthly basis, and arranging their own tax arrangements wherever they happen to be based. Payments can be paid in GBP, USD, or EUR.

**Application process**

The first assessment of candidates will happen on Monday 24th August 2020, after which the deadline is rolling on, which will be filled when the right candidate, or candidates, is found.
The panel which will appoint candidates consists of: Gary McLelland (CEO), Elizabeth O’Casey (Director of Advocacy), Giovanni Geatani (Membership Engagement Manager) and Emma Wadsworth-Jones (Casework and Campaigns Manager/Humanists at Risk Coordinator).

In the first instance, candidates should register their interest by emailing office@humanists.international with the term ‘Campaigns & Social Media Consultant’ in the subject line.

Prospective candidates will then be sent two documents, our “Brand - Overview and voice” and our “Branding Guidelines”.

After this, candidates can submit their full application, which should include (at least):

1. Name, contact information, and a brief CV;
2. A reference, from the last 6 months, from an employer or colleague in a relevant field;
3. 3 examples of previous content which the consultant has produced (ideally in a related field);
4. A simple budget, showing the costs and fees that the consultant would charge for the 4 month consultancy (broken down by month);
5. And, two example tweets, and one meme/graphic, created based on the text below.

Example text:

What’s Wrong With Blasphemy Laws?
The End Blasphemy Laws campaign holds that “blasphemy” and “insult” to religion laws are wrong in several ways:

They violate the human right to freedom of expression
They protect religious beliefs and practices, institutions and leaders, from legitimate and often necessary criticism
They are intrinsically bad, subjective, inconsistent laws; there is no “right way” to use them
They legitimize vigilantism, mob violence, and persecution of minorities