

Terms of Reference:

1. Background

Democracy Beyond Elections: Participatory Policy Through Design Thinking is a project funded by the Canadian Fund for Innovation and Transformation (FIT). The project is implemented by the Bhutan Canada Foundation (BCF - project signatory) and the Bhutan Centre for Media and Democracy (BCMD - local partner).

The project is an innovative and inclusive approach to policy deliberation drawing on the principles of Design Thinking (DT). It actively engaged policymakers with vulnerable women, marginalized youth and people with disabilities in a participatory, DT-infused policy process focused on improving social protection policy that better addresses the needs of these marginalized groups.

Through a series of DT policy workshops and Policy Advocacy Forum where they will advocate for and test their collaborative policy recommendations in a bigger forum. This platform will provide an opportunity to members of the vulnerable groups to exercise voice and agency alongside collaborative policymakers by interacting with people in decision-making positions related to social protection policy.

2. Scope of work

The scope of work will be the following:

- Provide the quality and quantity of blog posts.
- Draft advocacy messages including long and short script and more.
- Create compelling advocacy messages from the data BCMD will provide.
- Graphic designs and produce endorsement content by referring to videos and pictures from DT policy workshops for print pieces.
- Working with BCMD to formulate and deliver content plans around key dates.
- Provide editing support to BCMD.

3. Details and duration of work

The Content Creator will provide 10 days of work over the life of the project, which will run from 1st December, 2022 - 6th January, 2023. The start date is currently tentative and subject to confirmation. The amount of work will vary. The Content Creator will consult with the Executive Directors of BCMD and BCF to schedule expected monthly levels of effort.

4. Qualification

- A degree certificate from an accredited institute.

- Minimum of 2 years experience.
- Must be detail oriented.
- Demonstrated knowledge and experience in undertaking content creation.
- Prior experience as a copywriter, Content Creator or a similar role.
- Strong written communication skills.
- Able to work effectively with an international team and an ability to be flexible in circumstances that may be ambiguous or subject to change.

5. Payment amount and schedule

The fee to be paid for work undertaken by the Content Creator is to be negotiated at Nu...../day. Payment of the fees will occur after the completion of work. Interested Content Creator may submit the following documents latest by 26th November, 2022 to rosy@bcmd.bt.

- Curriculum vitae.
- Proof of previous experience.

