



JOINING FORCES
For All Children

ChildFund
Alliance

PLAN
INTERNATIONAL

Save the Children

SOS CHILDREN'S
VILLAGES
INTERNATIONAL

Terre des Hommes
International Federation

World Vision

Child Rights
Coalition Asia

TERMS OF REFERENCE

COMMUNICATIONS CONSULTANT FOR THE SAFERONLINEASIA: A REGIONAL CAMPAIGN TO END ONLINE SEXUAL ABUSE AND EXPLOITATION OF CHILDREN (OSAEC)

I. BACKGROUND

Children and youth in Asia and the Pacific face escalating risks of online sexual exploitation and abuse. Despite regional initiatives like the ASEAN Guidelines and UNICEF-supported campaigns, significant gaps remain in awareness, reporting mechanisms, and law enforcement capacity to effectively protect them.¹ Considering this context of online safety of children and young people we plan to take this regional initiative led by Asia Joining Forces, aiming to combat the rising threat of Online Sexual Abuse and Exploitation of Children (OSAEC) in the Asia-Pacific region. Building on the foundations of Asia Joining Forces (AJF) members work on online protection, the campaign will primarily engage children, young people, caregivers, educators, policymakers, government institutions, and tech companies to amplify children's voices for promoting a safer digital environment across at least six countries where Joining Forces is present in Asia.

The campaign aims to increase awareness on digital literacy, empower caregivers and educators as digital safety advocates, and influence stronger online protection policies. Through child & youth-led digital campaigns, we will mobilize children and youth to co-develop awareness materials and facilitate educational workshops. The initiative seeks to reach over 2,000 participants and foster a safer digital environment for children. Also, the campaign aims to strengthen regional collaboration and position children at the center of digital safety efforts.

The campaign will involve communications and social media promotion, specifically amplifying campaign messages and child-led content across digital platforms, increasing regional visibility and engagement. Thus, AJF is in need of a Communications Consultant who can help consolidate IEC materials, co-create resources alongside children, youth, and experts, and promote the campaign across digital platforms.

II. SCOPE OF WORK

The Communications Consultant for the project will report to the Chair and Co-Chair of the AJF Technical Working Group and will consolidate IEC materials on online safety, support the co-creation of online safety resources alongside children, youth, and experts, and promote the campaign across digital platforms.

The consultancy will be conducted in a remote setting.

III. TASKS OF THE COMMUNICATIONS CONSULTANT

Specifically, the Communications Consultant will undertake the following:

- Social media and digital content development and monitoring for Safe Online Asia
 - Develop an seven-month content plan (February-August) aligned with campaign plan, communications plan, and key advocacy messages
 - Adapt resources into platform-appropriate content (short posts, quote cards, art cards, or short-form narratives) on online safety

1

<https://www.google.com/url?q=https://ecpat.org/disrupting-harm/&sa=D&source=docs&ust=1748341699807208&usg=AOvVaw2-Kj3kttkC8cEU3Vlqj71B>

- Draft social media and website copies highlighting key messages of campaign and children’s voices and participation
- Providing website/social media reports for the campaign
- Ensuring the implementation of AJF member-organizations’ branding guidelines and child safeguarding measures in all communication products

IV. DELIVERABLES AND TIMEFRAME

The Consultant is expected to deliver the following between 01 February 2026 to 31 August 2026

- Eight-month visual calendar and content plan (Feb-August) for the SafeOnline campaign
- At least 90 social media posts (art cards, reels, and quote cards) for Safe Online Asia digital campaign
- At least two social media campaign insights and monitoring report

Timeline

Date	Deliverables
February 1, 2026	Reviews AJF member-organization’s branding guidelines
February 9-13, 2026	Submission of eight-month content plan Submission of first batch of social media content
March 16-20, 2026	Submission of second batch of social media content
April 13-17, 2026	Submission of third batch of social media content Submission of first social media campaign insights and monitoring report
May 18-22, 2026	Submission of fourth batch of social media content
June 15-19, 2026	Submission of fifth batch of social media content
July 13-17, 2026	Submission of sixth batch of social media content
August 24-28, 2026	Submission of final social media communication materials and raw files Submission of final social media campaign insights and monitoring report

V. QUALIFICATIONS

- Advanced degree in communications
- At least five years of experience in communications, including ethical and non-violence communication is required.
- Experience in website and social media management is required.
- Experience in social media campaign development is required.
- Experience in case story writing and impactful storytelling is required, particularly involving children.
- Experience in using photo editing and publishing tools, such as Canva, Adobe Photoshop, Adobe InDesign, and/or Adobe Illustrator is required.
- Experience in photography and/or video-making is required.
- Experience in the field of child rights is required.
- Experience in producing child-friendly communication products is required.
- Experience in conducting campaigns with children is required.
- Knowledge and understanding in Asia regional context
- Experience in working for child rights organizations and coalitions is desirable.

- Fluency in English – written and verbal – is required.

Asia Joining Forces organizations are committed to safeguarding and protecting children in all aspects of our work. We take every possible measure to ensure that only individuals suitable for working with children are recruited. This position will be subject to rigorous vetting procedures, including criminal record checks.

VI. PAYMENT

The Consultant will be paid TWO HUNDRED THOUSAND AND FIVE HUNDRED **2,500 USD** inclusive of taxes and bank charges for the services.

The payment shall be made **every other month** and according to the following:

Tranches	Deliverables	Amount
1st tranche (25%)	Upon submission of content plan and first batch of consolidated social media content (February 2026)	625 USD
2nd tranche (25%)	Upon submission of first, second, and third batch of social media content and first social media campaign insights and monitoring report (April 2026)	625 USD
3rd tranche (25%)	Upon submission of fourth and fifth batch of social media content (June 2026)	625 USD
4th tranche (25%)	Upon submission of sixth and last batch of consolidated social media content, final social media communication materials and raw files, and final social media campaign insights and monitoring report (August 2026)	625 USD

VII. APPLICATION PROCEDURE

Interested applicants are requested to submit the following to mfernando@crcasia.org on or before 6 February 2026:

1. Curriculum vitae
2. Portfolio of sample works
3. Letter of Intent (addressed to the Asia Joining Forces Technical Working Group)

Considerations:

Child Safeguarding Policy and Code of Conduct: AJF member-organizations are child-safe organizations

We shall not knowingly enter into a service agreement with providers that have records of child rights violations. Due diligence will be exercised by administering background checks of Contracted Service Providers needed for activities involving children.