

TERMS OF REFERENCE

Website content writing, coordination, and process planning

Terms of Reference | Consultancy project | Worldwide | Approximately 3 months

Background

MenEngage Alliance is seeking support to identify and develop the updated content for its new website. In addition there is a need to develop the content management outline and processes for the website. This includes processes to populate the website with resources and information provided by members and partners of the Alliance. A Spanish language version of the website will be launched in parallel, for which core content will need to be translated, and processes established for ongoing translation of new content. The new website will replace the one currently online at www.menengage.org.

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| Location: | Home-based |
| Methods of communication: | E-mail, video calls |
| Travel requirements: | None |
| Application Deadline: | |
| Languages Required: | English required, Spanish a benefit |
| Expected Duration: | Approximately 3 months |
| Compensation: | To be decided, kindly include in the proposal |

About MenEngage Alliance

MenEngage Alliance is an international network of civil society organizations working to transform unequal power-relations and dismantle patriarchy through transforming masculinities and engaging men and boys to advance women's rights and gender justice for all. The Alliance unites civil society organizations, activists, academics, and other stakeholders from more than 700 organizations across 72 countries, working together through 42 country and 6 regional networks.

The Alliance plays a pivotal role in shaping the discourse and agenda on transforming masculinities and engaging men and boys within the broader movement for women's rights and gender justice, particularly in the areas of gender-based violence prevention, advancing sexual and reproductive health and rights for all, redistributing unpaid care-work, and advancing feminist peace and non-violence. The Global Secretariat comprises a small team that coordinates the daily operations and functioning of the Alliance.

Support we are seeking through this consultancy:

The consultant, working closely under the Alliance's Communications Coordinator, is expected to:

- Identify and propose the written content that needs to be drafted, such as homepage copy, sub-pages copy etc. This can be identified by reviewing the current website and other key materials (such as reports), and collaborating with the Global Secretariat team to identify the areas for which written web content is needed.
- Draft written content in order of priority needs for the website. Much of the written content can be adapted from existing materials, taking care to update as needed. It will be important to factor in review time for this process.
- Create process and content guidelines for style, formatting, consistency, and accessibility (e.g. for those with specific needs such as visually impaired)
- Develop a written standard operating procedure to keep the website up to date on an ongoing basis, including how content will be gathered from members (e.g. member profiles)
- Develop guidelines that can be shared with other contributors to the website (e.g. guidance for members on the information they need to provide for their membership profiles)
- Populating the website in WordPress and flagging any content management issues with the new content management system (CMS).

Requirements

- Excellent writing skills in English language, and proficiency in Spanish and French will be value addition
- Demonstrate strong commitments towards women's rights, feminist curiosity and gender justice, including MenEngage Alliance's [Core Principles](#) and [Code of Conduct](#)
- Demonstrated capacity to work independently and collaboratively with key stakeholders, and in multilingual-cultural environments
- Highly collaborative attitude, honest, transparent, reliable and flexible
- Ability to articulate complex topics in everyday language
- Strong knowledge of gender, development, masculinities, intersectional feminism, and feminist women's rights movements
- Experience creating plans of action, guidelines, and procedures for content management

Work schedule and budget

Please propose some initial steps, approximate timeline, and costs, plus your rate for ongoing work. Send your proposal to tom@menengage.org