



TERMS OF REFERENCE

Content Creator Consultant

Sexual and Reproductive Health and Rights content creator for youth focused mobile application for use in Somalia, Somaliland and Puntland.

For the Strengthening Midwifery Education and Practice in Somalia (SMEPS)

TECHNICAL ACTIVITY: The Canadian Association of Midwives (CAM) wishes to recruit **one (1) Content Creator Consultant** or team to support the creation of content for a mobile application on Sexual and Reproductive Health and Rights targeting youth in Somalia, Somaliland and Puntland. This activity is part of the Strengthening Midwifery Education and Practice in Somalia (SMEPS).

Location: This position will require remote work

Time frame: August -September 2022

Remuneration: \$5000 CAD

Background

The Canadian Association of Midwives (CAM) is the national professional association representing midwives and the profession of midwifery in Canada. The National Aboriginal Council of Midwives' (NACM) mission is to promote excellence in reproductive health care for First Nations, Inuit and Métis communities. Both organizations are governed autonomously but share office space and resources and both are staffed by a passionate team of individuals dedicated to providing support for midwives and the profession of midwifery across Canada and globally.

The 5 year, Strengthening Midwifery Education and Practice in Somalia (SMEPS) Project is supported by the Government of Canada through Global Affairs Canada and is led by UNFPA in partnership with Somalia and Somaliland's Ministry of Health and the Canadian Association of Midwives (CAM). Overall, the project consists of:

- Improving midwifery education by strengthening clinical skills, knowledge and practice of pre- and in-service midwives;
- Promoting community advocacy by positively influencing gender equality norms concerning GBV, SRHR, consent and access to health care;
- Developing midwifery leadership in the health sector by empowering professional midwifery associations in Somalia, and;
- Utilizing technologies in mHealth to increase communities' access to health care information.

The project also works to improve the ability of the Ministry of Health to manage and regulate the education and work of midwives, as well as provide support for the strengthening of Midwifery Associations.

Assignment

Under the guidance of the SMEPS Project Officer, Communications Lead, and Midwifery Technical Expert the Consultant will contribute to the development of a mobile app by developing youth focused SRHR

content. The content will be expressed through a midwifery lens, with a particular focus on a human rights approach based on advocacy, equity and respectful care. The Consultant will synthesize and format content that has already been developed to meet the needs of the project and audience. An outline of the content is as follows:

- What is a midwife
- Adolescent changes in girls
- Adolescent changes in boys
- Consent and Rights
- Marriage and Relationships
- Family Planning
- Childbearing
- Gender Based Violence
- FGM
- Child Marriage

Role of CAM: CAM will act as the focal point for all project planning and coordination, and all communications with and between internal and external partners and will contract additional technical experts as needed. Produced content will be reviewed and approved by CAM.

Role of the Consultant: The Consultant will manage their team to produce the deliverables per the timeline outlined below. They will work collaboratively with CAM and the mobile app developers to ensure materials developed are in line with the proposed wire frame.

Deliverables

- English SRHR content for the mobile app based on an outline and the raw content provided by CAM
- Content shaped for a Somali youth audience
- Translated materials in Somali, if capacity exists (remuneration TBD)

Qualifications, Knowledge and Skill Requirements

- University degree in a related field.
- 3-5 years of experience in digital communications with a focus on SRHR.
- Experience in writing content, through a variety of creative methods, for social media and/or online platforms (including storytelling, quizzes, games, etc)
- A working thematic knowledge of youth engagement, gender, global health, public health education and sexual and reproductive health and rights.
- Understanding of the Somali context (an asset).
- Good cross-cultural and remote communication skills.
- Excellent time management and organizational skills with strong attention to detail.
- Ability to work independently and as part of a team.

Working Conditions and Location

- The Consultant must be eligible to work in Canada.
- The Consultant will be required to use their own laptop and other communications equipment. No laptop, computer or phone will be provided by CAM.

How to Apply

Please follow these instructions:

- Send your CV and a cover letter in one PDF document and ensure that your first and last names and the letters **“SMEPS”** are included in the file name. Applications without a cover letter will not be reviewed.
- Send your PDF by email with the subject “Content_Creator_SMEPS_Application” to admin@canadianmidwives.org
- Deadline for applications is 5pm Eastern Time on August 5, 2022

We thank all applicants for their interest however, only applicants selected for an interview will be contacted.