

Consultant brief

1. Introduction

Women for Refugee Women is seeking a consultant to produce a literature review of existing research on how to create public support for social justice in the areas of migration, women's rights and anti-racism and to run a half day workshop with the team on the relevance of these findings for our own work to build more support for asylum-seeking women.

2. Expected duration

Delivery of report in September 2021, and delivery of workshop at end September 2021 or beginning of October.

3. About Women for Refugee Women

Women for Refugee Women (WRW) is a small charity founded in 2006 which supports and **empowers** refugee and asylum-seeking women in the UK. WRW also works to **influence** new audiences and to build support for policy **change** and a fairer asylum process.

We believe that every refugee woman deserves a fair hearing and a chance to rebuild her life. WRW already has a strong track record of using strategic communications to raise awareness and build support among key audiences.

For instance, in 2014 we launched the Set Her Free campaign against immigration detention of women seeking asylum. We carried out messaging research (both quantitative and qualitative) prior to the launch of the campaign and used findings from this to inform our communications. For instance, we foregrounded human stories and spokespeople with lived experience, and targeted potentially sympathetic female audiences to build a strong base of support. Our campaign improved public awareness of the issue and also resulted in policy change.

At this time of unprecedented challenge to the rights of refugees, including the new Nationality and Borders legislation and its threat to penalise those who come to the UK through irregular routes, it is vital that WRW ensures that our communications is as effective as possible and that we reach wider audiences with messages of welcome, dignity and respect for refugee women.

Find out more: www.refugeewomen.co.uk | Social media: @4refugeewomen

4. Purpose

We have been granted funding by the Justice Together Initiative to carry out audience and message testing research. This research will inform an ambitious new communications strategy to build public support for women who are seeking asylum in the UK at this time of great challenge. The literature review is the first step of this project, and will enable us to ensure that we are adding to work already done in the sector rather than replicating previous work.

The purpose of this literature review is therefore to gather existing evidence on the best ways to build support for a fair, timely and just asylum process for women among key audiences, in a format that can be digested and understood by our team and others in the sector. We are looking to bring together learning on how to influence support for migration, women's equality and racial justice, the key issues underpinning our work. We want the literature review to answer the following questions:

1. What do we already know about what messages and styles of communication work best to build public support for anti-racism, women's rights and migrants' rights, in the UK or similar societies (US, Australia, Canada, or western Europe)? What do we already know about what doesn't work?
2. What do we already know about the audiences that we are most likely to be able to influence, and what spokespeople and channels reach these audiences most effectively?

Following the literature review, we would like the author to facilitate a workshop for our staff to present this review of the existing knowledge objectively, and to enable those present to understand how such knowledge would usefully inform our own communications (eg our social media, website) and the communications we carry out through various media channels.

Once this literature review and workshop are completed, we will move to the next stages of this project, which will include quantitative research and message testing among key audiences and among those with lived experience of the asylum process in order to build on this knowledge base and ensure that we can connect most effectively with our audiences.

5. Expected outcomes/deliverables

- Production of a literature review of existing research (including a key findings/executive summary page) of at least 3000 words and no more than 5000 words by 30 September 2021;
- Planning and delivery of a half day workshop for the Women for Refugee Women team presenting the findings and demonstrating how these can be implemented in our own communications work, by 15 October 2021.

6. Supervision of the work

The consultant will work closely with Samantha Hudson, Communications Manager and Natasha Walter, Founder. The work will include a start up meeting to clarify timelines and outputs, and a meeting to discuss the literature review and plan the workshop.

7. Profile/Consultancy Requirements

- A strong understanding of how strategic communications can be used for influencing and building public support for narratives of social justice (essential);
- Proven excellent communication and facilitation skills, including in multi-cultural settings (essential);
- Highly motivated and committed to the values of social justice, anti-racism and intersectional feminism (essential);
- Evidence of having undertaken similar assignments (essential);
- Good knowledge and understanding of the UK immigration and refugee context (desirable);
- Lived experience of migrating or seeking asylum (desirable).

The deadline for tenders is 30 July, and further discussions will take place between 2 and 10 August. Please provide your CV and a proposal up to 2 pages in length, laying out your experience, approach, workplan and a budget breakdown up to £3000. You may also include examples of similar or related work in your application.

Please email the application to Samantha@refugeewomen.co.uk