Terms of Reference for Whatsapp Chatbot Developer for Equals Now

Background

The Equals Now feminist collective was founded in 2019 to bring broader-based conversations and discourses around the rights of women and girls in The Gambia. The movement advocates for the rights and welfare of women to see a world where every woman and girl is treated with dignity and afforded their human rights. The Gambia is a country with a population of approximately 2 million people. While a major percentage of the population are women and girls, they continue to be marginalized on different levels from leadership to the household levels. With women and girls being susceptible to gender-based violence, the need to form a movement that addresses issues of gender in a non-formal and inclusive way was necessary, and thus the relevance of the work of Equals Now through sisterhood, movement building, inclusive and equal strategizing, and development.

About The Project

Natural disasters and pandemics have proven to disproportionately affect women and girls. The COVID-19 pandemic has shocked the globe especially women and even more so, those living in grassroots communities. The pandemic has also opened us to the inclusivity, and amount of work that still needs to happen in our communities. With funding from the Open Society Initiative of West Africa (OSIWA), Equals Now is embarking on a project on “Responses to Effects of COVID-19 on Women and Girls’ Access to Sexual and Reproductive Health Rights and their Safety from Sexual and Gender-Based Violence”. This project also includes a component of providing institutional support to Equals Now. Under this project, Equals Now aims to mitigate the social, economic, and health gendered impact of the pandemic on women, girls, and children while providing emergency digital resources and policy recommendations to improve security, safety, and access for women to services that will address Sexual Gender-Based Violence and promote Sexual and Reproductive Health Rights.

Why work with Equals Now

Equals Now adapt radical strategic and feminist values and principles in all its work and relations. Currently, the team is comprised of 8 women below the age of 35 who provide support and extend empathy to each other while working virtually. You will join our team and nurture sisterhood as we build on a safer and more inclusive society for women and girls in The Gambia.

About the Role

The context of this TOR is for the contractor to apply and develop all processes for a WhatsApp bot for the project that can be used in The Gambia. The person will be reporting to the Advocacy and Outreach Lead of Equals Now.
Contract

Equals Now shall hire the consultant for a period of 2 months from May-June 2021. The person will be reporting to the Advocacy and Outreach Lead of Equals Now and working closely with the Executive Director and Communication and Media Lead.

Implementation

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of days</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>5</td>
<td>The contractor shall undertake a debriefing with the Equals Now team to get more insight on the project and how implementation will be carried out</td>
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<tr>
<td>Implementation</td>
<td>30</td>
<td>Implementation of the TOR as per the duties assigned to the contractor by the Team</td>
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<tr>
<td>Conclusion</td>
<td>10</td>
<td>Launch a finished product for Equals Now and provide information on how to operate the bot. The bot shall be tested over a few days with feedback sent to the contractor for adjustments</td>
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Overall Responsibilities

The contractor shall provide the following tasks:

- Understand the needs of Equals Now by reviewing the content document provided
- Provide support and advice to Equals Now on applicability and inclusivity strategies of the WhatsApp Chatbot development
- Apply for a WhatsApp business API
- Liaise with Equals Now to ensure that the numbers are activated
- Develop the WhatsApp Chatbot as per the TOR and concept note
- Submit a test Chatbot mid-project duration for Equals Now and other stakeholders’ comments
- Incorporate comments provided by the Equals Now team
- Lead the presentation and launch of the WhatsApp Chatbot
- Provide a step-down training to show Equals Now members on how to operate the WhatsApp Chatbot
- Provide support to Equals Now on maintaining the WhatsApp Chatbot
- Provide relevant support, revision, and recommendations during the duration of the project and usage of the Chatbot
Knowledge and skills requirement

- University degree or professional training in computer science, web design, software development, or coding.
- Understands the technology, safety, and privacy context of The Gambia
- Relevant experience in the consultancy and have completed similar tasks to this assignment.
- Experience working with feminist, women-led groups, or human rights groups
- Good business language skills in English
- Must have respect for diversity with effective communication skills
- Equipped with basic project management skills
- Prove commitment to women’s human rights or in the broad area of human rights and social justice
- Demonstrate ability to organize, co-collaborate, and work virtually

How to apply

Please submit a cover letter and portfolio to equalsnow220@gmail.com by May 3rd, 2021. Women and young feminists are encouraged to apply. Please use this Consultant Rate Form to specify your rate for this duty in lump sum including VAT charges. Please note that this sum should cover all relevant costs including communications fees, subscription fees, etc.