



EMPOWERMENT THROUGH SELF-DEFENSE
Communications Consultant RFP

ABOUT ESD Global: ESD Global, Inc. is a small, growing Boston-based non-profit. ESD Global's mission is to establish Empowerment Self-Defense as a key violence prevention strategy for individuals and marginalized communities to interrupt, respond to, and heal from violence. Our programs include training Empowerment Self-Defense Instructors to teach in their communities. In two years, we have trained 101 women from 55 countries. ESD Global's staff is 100% remote with 25 individuals across five continents. Staffing includes two FTE working in organizational media and five individuals in regional offices dedicated to communications.

Vision: ESD Global envisions a world where people can live safe, violence-free lives.

Core Beliefs

- All people benefit from and deserve access to learning Empowerment Self-Defense to protect themselves and others from violence.
- Empowerment Self-Defense skills enable people of all backgrounds and abilities to live bolder, freer and healthier lives.
- Knowing how to assert clear personal boundaries enables people to be more effective and more successful in their lives and relationships.

What is ESD?

EMPOWERMENT SELF DEFENSE (ESD) is a practice designed by and for women to: a) avoid danger & de-escalate conflict; b) increase self-efficacy in problem-solving; c) build physical self-defense skills and e) address violence that is most likely to occur in individual settings (e.g., school, domestic, workplace). ESD was founded as an adaptation of martial arts where individuals gain the knowledge and skills to physically respond to aggression as needed. ESD includes a range of non-physical tactics. Practitioners also understand how to de-escalate conflict around them, when in a domestic, intra-personal, or public setting

ESD is built upon: understanding history, psychology, patterns, and underlying causes of violence; building confidence of personal strength and intelligence. Participants working in cohorts to support and protect each other – physically, economically, & socially, building community and advocating to address violence community-wide.

Outcomes from ESD include: 46% increased likelihood to finish school which means increase literacy, better access to the job market and increased economic power which translates to improved living conditions including reduced violence and access to resources. Those who have completed ESD training also experience improved self confidence which leads to delayed pregnancy and parenthood which leads to healthy newborns and parents. ESD achieves a 50% less likelihood of rape, victimization, attack, depression, drug or alcohol abuse.

Role Summary

The consultant will support key communications staff in developing a unified media strategy and infrastructure across its global programs. One that leverages the organization while ensuring that regions have culturally relevant materials. This will include developing templates, writing and producing media posts, expanding ESDG's role on social media. The consultant will inspire ESDG to increase creativity and look of communications.

At the end of the consultancy, ESDG wants:

- Staff to be confident in creating and executing campaigns.
- Staff able to write creative and appropriate messages tailored to platforms ranging including twitter, instagram, LinkedIn, web, blogs, etc
- Have a methodology and strategy to identify and engage new audiences and potential partners.
- ESDG as an organization has a branding and communications strategy and operations to increase its recognition across audiences.
- ESDG has templates and processes to design and execute campaigns.

ESD Global foresees the following steps to the consultancy – but is open to adaptations based on the consultant.

- Advise on processes. Support process-level analysis, recommendation, and strategic implementation on issues related to building communications campaigns and strategies.
- Conduct assessment of ESDG’s communications with concrete recommendations for making the process efficient.
- Work in concert with Engagement Program staff to ensure that efforts to engage ESDG’s audiences are supported by media and communications processes.
- Support ESDG staff in broadening its presence and developing new social media platforms and audiences.
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- Work with staff to develop specific regional content and campaigns as well as promote the ESDG brand and communications priorities.
- Develop an organizational strategy and training to engage live media.
- Develop communications assessment tools to measure reach. Support staff in reading and understanding communications analytics
- Provide inputs to ESDG’s programs, media, materials, policies. This includes directing campaigns, designing materials, and coaching staff.
- Ensure cultural and social competence in communication efforts.

Other Information

ESDG foresees this consultancy lasting between 6-9 months. ESDG staff have worked hard on communications and developed a range of tools. We are now looking for a pro to help us move to the next level of excellence in messaging, outreach, and success.

ESDG has identified its key audiences:

1. People who know what ESD is and may want to become an instructor or otherwise promote ESD.
2. ESD Instructors needing support, resources, recognition, etc
3. Individuals and organizations who do not know what ESD is but should.
4. Those in intersecting interest areas such as social work, nursing, teaching, public safety, women’s health.

ESDG has identified four key messages:

1. What is ESD?
2. What is ESDG’s value?
3. What intersections bring us together and are complementary?
4. Advocate around ESD and its intersections.

ESDG has a drafted style guide, social media templates, is about to redesign its website, and has developed other materials to manage media and create consistency.

Qualities & Qualifications

- Bachelor’s degree required, Master’s preferred, or equivalent professional experience.
- 5-7 years of experience in communications.
- Experience working in internationally.
- Strong communicator with excellent verbal, written, and presentation skills.
- Experience providing guidance and coaching to create solutions and drive success in achieving objectives.

ESDG Statement

ESD Global is an Equal Opportunity Employer, and we embrace and value diverse skills, perspectives and ideas. All qualified applicants will receive consideration for employment without regard to race, color, religious creed, national origin, sex, age, gender identity, disability, sexual orientation, military service, genetic information, and/or other status protected under law.

Application process: Please send a 3-5 page response with proposed activities and costs along with bios, resumes, etc of your team by June 1, 2021 to director@esdglobalselfdefense.org. **Questions:** Call Molly Singer, Executive Director at (202) 258 0760 or email director@esdglobalselfdefense.org.

Thank you for your consideration of this work.