

# Advocacy Consultant

## Consultancy Opportunity

### About Open Ownership

Open Ownership (OO) drives greater corporate transparency across the world by making it easy to publish and access high quality, linked data about who owns companies. Our multidisciplinary team based across five continents works closely with technical and policy implementers, advising them on all aspects of beneficial

ownership (BO) implementation. To support our donor-funded technical assistance programmes, we have developed a broad range of implementation tools and products, including the [Beneficial Ownership Data Standard](#) and the [Open Ownership Principles of effective beneficial ownership disclosure](#) (OO Principles).

### Purpose of the Contract

OO recently developed its 2021-2024 organisational strategy to ensure BO data is both usable and well used by governments, civil society, and businesses to deliver more equitable social and economic benefits. We aim to do this by:

- working at the national level (in 10+ countries) providing expert technical support to implementation;
- working with (potential) data users;
- raising international standards of implementation by providing powerful evidence.

OO is also in the process of developing a monitoring, evaluation, and learning (MEL) framework to help support the delivery of its strategy.

OO is involved in a number of international fora to influence other actors to advance beneficial ownership transparency (BOT) globally. We are seeking an experienced advocacy consultant – an individual or organisation – to help develop a framework to be able to effectively engage at this level. The contractor will:

- work with the OO team to map key stakeholders at an international level and develop ways to identify powerful influencers, allies, and potential blockers;
- propose measurable and realistic advocacy objectives and, linking with our MEL framework, propose indicators and methods that OO can use to assess the progress of our advocacy efforts in the context of our overall strategic objectives;

- produce an advocacy plan that will enable OO to start meeting those objectives and highlight links to broader communications and learning work;
- deliver training for key team members to build advocacy capacity and skills as required.

The successful contractor will bring substantial expertise in devising strategies to undertake advocacy to influence international actors, and will be familiar with the complexities of undertaking advocacy for long term social and economic change, especially for smaller organisations without dedicated advocacy teams. Experience working within the anti-corruption, good governance, or transparency and accountability sectors would be an advantage.

The appointed candidate will work closely with the senior management team and staff throughout the organisation, with the contract being managed by the Director of Policy and Programmes.

## Scope of work

### 1. Map key stakeholders at an international level and develop ways to identify powerful influencers, allies, and potential blockers

- Through a review of OO's 2021-2024 strategy and existing publications used to support advocacy and policy influencing as well as sessions with team members, identify where advocacy and policy influencing activities could help achieve progress towards the outcomes in the organisation's strategy.
- Work with the OO team to map out key stakeholders at an international level and identify powerful influencers/allies that OO could collaborate with and to influence them. We are interested both in mapping our network of existing international partners, which encompass governments, civil society organisations, multilateral bodies, and a small number of multinational companies, and in developing ongoing processes to identify and map new potential allies and influencers, and assess their potential value in helping meet overall strategic goals.

**Deliverable:** A framework for mapping and identifying stakeholders, comprising: key international stakeholders that would need to change policy and/or practice; partners, allies, and influencers with whom OO could work to influence these key stakeholders; and actors that can be potential blockers for this work.

### 2. Propose measurable and realistic advocacy objectives and, linking with our MEL framework, propose indicators and methods that OO can use to assess the progress of our advocacy efforts in the context of our overall strategic objectives

- Develop a set of advocacy and policy influencing objectives for 2021-2024 that would help OO deliver on the outcomes in its strategy, and propose methods and indicators by which OO could improve its assessment of progress, aligning with and feeding into OO's MEL framework.
- Of the potential advocacy activities that OO could undertake, work with team members to evaluate which are best suited to the organisation's capacity and team skills, and identify gaps that may need to be filled (e.g. resourcing, skills).

**Deliverable:** Short paper outlining advocacy objectives, indicators, and methods for OO's 2021-2024 strategy, with an assessment of the extent to which OO is currently set up to undertake these and what additional resources and skills may be needed.

### 3. Produce an advocacy plan that will enable OO to start meeting those objectives and highlight links to broader communications and learning work

OO works in a relatively nascent and fast-evolving policy space, and the way in which OO conducts advocacy and influencing work is still evolving and fast-changing. Therefore, we are looking for a plan that can guide our work and enable us to test out whether particular approaches are making good progress and adapt as needed, including concrete opportunities for the first 12-18 months.

- Identify concrete potential opportunities for OO to influence key stakeholders over the next 12-18 months, both through direct engagement and through working in collaboration with partners that can influence those key stakeholders.
- Develop methods by which OO can identify and assess the strategic value of these potential opportunities and prioritise them.
- Propose top-line key messages for each stakeholder and a set of advocacy, influencing, and communications techniques that are well suited to their needs and the opportunities of the coming 18 months.
- Propose indicators and methods that can be used to evaluate progress and make course corrections to approaches as required, linking with OO's organisation-wide MEL framework.

**Deliverable:** Advocacy plan, including timeline of concrete opportunities to influence particular stakeholders; key messages; proposed advocacy, influencing, and communications techniques; and indicators to monitor progress.

### 4. Deliver training for key team members to build advocacy capacity and skills as required

We expect that implementing the advocacy plan that is developed for us will involve several members from our team, including senior spokespeople and the leads for policy, research, technology, and programme delivery. We have a breadth of skills and expertise across the team, so the intention of this training session is to bring everyone on board with the new advocacy plan and share key skills that will help us deliver it.

- Provide training (delivered remotely) for OO team members to understand the advocacy plan and share and learn key skills that will assist the team in delivering it.

**Deliverable:** Training session/s (delivered online).

## Contractor Profile

The successful contractor will bring substantial expertise in devising strategies to undertake advocacy to influence international actors, and be familiar with the complexities of undertaking advocacy for long term social and economic change. Experience working within the anti-corruption, good governance, or transparency and accountability sectors would be an advantage.

We welcome applications from organisations or independent consultants with the following attributes:

- experience in developing and delivering strategic advocacy for long term policy change;

- experience in the international non-profit environment;
- a collaborative approach and aptitude for honing ideas into practical actions;
- effective and confident communication, understanding the needs of different stakeholders;
- comfortable working with a geographically distributed team;
- highly digitally literate, with experience of working collaboratively online.

## Assignment Details

We envisage the assignment taking place between December 2021 and March 2022, for which a maximum budget of USD 25,000 is available.

## Application Process

Please note that Open Ownership is a fiscally sponsored organisation and the contract will be executed in the name of our fiscal sponsor Global Impact, a non-profit, on behalf of Open Ownership.

To apply, applicants should send:

- A brief 1-2-page proposal on how you will successfully deliver on this contract, including a budget detailing your time and/or any other costs.
- A summary of relevant experience and prior assignments.

Please send the above to [recruitment@openownership.org](mailto:recruitment@openownership.org) by 23:59 GMT on 7 November 2021.

The selection process will consist of a panel interview during w/c 22 November 2021.