

## Terms of Reference: Political Campaigns Consultant for Anti-Slavery International

- Closing date: 9<sup>th</sup> August 2024 (however applications will be considered on a rolling basis)
- Type of contract: self-employed consultancy contract, estimated time commitment of two days per week for a period of 8 weeks (open to negotiation), to start as soon as possible.
- Location: home-based with regular visits to Anti-Slavery International's offices in Vauxhall, London (able to have calls within BST time zone working hours)
- Travel will be required for some in-person meetings with Anti-Slavery International colleagues and partners in London. These will be agreed with Anti-Slavery International and will be reimbursed.

### ANTI-SLAVERY INTERNATIONAL

Anti-Slavery International is the world's oldest international human rights organisation. Our vision is freedom from slavery for everyone, everywhere, always. We believe that modern slavery is a contemporary issue of the highest importance, and we are determined to work with others to make sure people can be free from slavery across the world. Our strategy commits us to working on four focus themes to drive systemic change and help end slavery:

- Child slavery
- Responsible business
- Trafficking and migration
- Climate change and slavery

The UK's General Election and change of Government has created an important opportunity for Anti-Slavery International to frame a new, comprehensive UK strategy to achieve meaningful systemic change across our advocacy aims. Our work in the UK is currently split primarily across two teams:

1. **The UK and Europe Team**, focussing on a broad range of advocacy aims, notably the prevention of modern slavery in the UK, notably including the protection of migrant workers, and the identification, support and recovery of survivors of trafficking.

2. **The Business and Human Rights Team**, advocating for stronger legislation to protect workers and ensure decent working conditions in global value chains leading back to the UK.

While Anti-Slavery International's work on responsible business, and trafficking and migration in the UK have achieved some notable successes, these areas of work have largely operated separately to date.

Anti-Slavery International, therefore, wishes to maximise the strategic importance of this period and seeks to recruit a consultant to develop an effective and comprehensive UK campaign strategy that combines both strands of our UK work. This would initially be focused on the first year of the new Government, and, subsequently, the full five-year cycle of this new parliamentary term.

### **Trafficking and Migration**

To date, our UK advocacy objectives have primarily responded to the substantial rollback of rights presented in the UK Nationality and Borders Act and the Illegal Migration Act (NBA and IMA). By raising the burden of proof and threat of deportation, these have restricted the number of people coming forward to the authorities and successful referrals to the National Referral Mechanism, the system for identifying and providing support to survivors of slavery in the UK.

Excluding large numbers of survivors from support and protection, however, is also likely to reduce decision-making time, the backlog of cases and the total costs of the system. This will clearly make it hard to convince a new Government to reverse the changes and potentially increase costs and waiting times.

Anti-Slavery International aims to respond to these challenges, push back on these damaging policies alongside an improved system of identification and support of victims of slavery in the UK. Our advocacy and communications strategy will also be linked to work being undertaken by the Anti-Trafficking Monitoring Group (ATMG), a coalition coordinated and chaired by Anti-Slavery International which monitors the UK's compliance with its anti-trafficking obligations.

Anti-Slavery International also plans to lead a separate advocacy campaign to combat exploitation and forced labour in agriculture, domestic work and the social care sectors in the UK. The influencing work for this will crosscut and reinforce the trafficking advocacy and communications strategy referred to above.

## **Responsible Business:**

Our advocacy focuses on two key areas of legislative change, which have already seen progress, but which we aim to fully achieve in the term of a new UK Government:

1. The introduction of a UK Business, Human Rights and Environment Act  
To date, we have worked with the Corporate Justice Campaign, including CSO and trade union partners, to push the UK Government to enact a law that requires companies, financial institutions and the public sector to conduct human rights and environmental due diligence (HREDD) in their value chains, holding them accountable if they fail to prevent harm. We have built up support from businesses, investors and policymakers for a HREDD law. Many other countries and regions around the world, including France, Germany and the EU have established their own HREDD laws, and while Anti-Slavery International's patron successfully proposed a Private Members Bill in the House of Lords to this effect, there was very little political will from the previous Government to shift corporate accountability legislation.

2. The introduction of import controls on goods made with forced labour  
While the 2015 UK Modern Slavery Act has marked an important step in regulation against slavery in the UK, it has not been effective at driving any meaningful change to address modern slavery in value chains.

For our latest campaign, therefore, we have taken learnings from other jurisdictions with stronger measures to remove products made with forced labour from their home markets, like the US, Canada and, soon, the EU. This new UK law would be complementary to a UK HREDD law.

## **CONSULTANCY DESCRIPTION**

We are looking to recruit a political campaign strategist, who, in collaboration with teams across Anti-Slavery International, will develop a comprehensive, joined-up strategy across all areas of Anti-Slavery International's UK work. This strategy should maximise Anti-Slavery International's policy and advocacy impact.

### **Deliverables:**

The consultant would be expected to produce:

1. A comprehensive political campaign strategy for Anti-Slavery International's work in the UK, designed to maximise the first year of the new UK Government and Parliament to achieve our advocacy aims. The strategy should:

- a. Consider how to most effectively use methods relating to public affairs, parliamentary engagement, public mobilisation and media
  - b. Identify and provide guidance for mitigating risks and maximising opportunities over the first year of the new Government, giving options for different courses of action in case certain plans and activities are not successful
  - c. Include a timeline of core moments of opportunity for political, traditional and social media and public engagement.
2. A mapping of existing internal resources and capacity at Anti-Slavery International for this work and recommendations for where and how these can be strengthened and/or gaps can be filled to successfully implement the UK advocacy strategy.
  3. A roadmap for how teams can align the distinct strands of advocacy that Anti-Slavery International delivers in the UK, looking at how they can be effectively joined up into a coherent campaign. Including recommendations for prioritisation of work where there is not sufficient overlap.
  4. A stakeholder mapping of core and top line strategic advocacy targets, considering the policy-making eco system and influencers wider than Westminster and any potential blockers.
  5. Recommendations for how Anti-Slavery International can cut through with a distinct voice in a crowded political space and demonstrate a clear and identifiable vision and impact outside of our key coalitions where this would be more effective for achieving our advocacy campaign goals.
  6. Recommendations on framing and messaging of key advocacy aims – aimed at “cutting through” a busy landscape – to ensure advocates across Anti-Slavery International teams can effectively get our messages across to key stakeholders and audiences.

We would also ask that the consultant design and run workshops with relevant Anti-Slavery International teams to support them to implement the above strategies into their workplans.

## ROLE REQUIREMENTS

### Essential

- Strong experience in political advocacy and/or campaign strategy development and implementation in the UK context.
- Considerable knowledge of the UK Government, Parliament and media.
- Ability to work with multiple teams to achieve effective outcomes.
- Experience assessing complex information and turning it into clear, plain English for

audience-centred briefs and position papers.

- Willingness to learn about the experience of survivors of trafficking and forced labour and those at risk of slavery.
- Ability and commitment to uphold Anti-Slavery International's child and vulnerable adult safeguarding standards.
- Very high organisational and administrative skills.
- Commitment to Anti-Slavery International's values.

### Desirable

- Knowledge and experience of working on labour rights and slavery issues.
- Experience of working directly with survivors and people with lived experience of abuse and/or exploitation.

## How to apply

To apply, please email your cover letter (maximum 1 page), CV including 2 referees (maximum 2 pages) and a proposal for how you would carry out the work above to Jamie Fookes at [jobs@antislavery.org](mailto:jobs@antislavery.org) with "Political Campaigns Consultant" in the subject line. Please indicate your availability, preferred start date, and day rate or total fee for this consultancy.

Please submit your application by 9<sup>th</sup> August 2024. Applications will be considered on a rolling basis, and Anti-Slavery International reserves the right to identify a suitable candidate prior to the closing date. We regret that we will be able to respond only to applicants invited for interview.