



JOB OPENING

The Global Initiative Against Transnational Organized Crime

Consultant – Online Norm Targeting & Behaviour Change Expert

Start Date: ASAP

Duration: Six months – with possibility of extension

Place of work: Remote

Compensation: To be discussed

The Global Initiative against Transnational Organized Crime (GI-TOC) is a network of prominent law enforcement, governance and development practitioners who are dedicated to seeking new and innovative strategies and responses to organized crime. Over the past decade, the GI-TOC has sought to enhance analysis of, encourage action against, and support resilience to organized crime in order to reduce its negative impact on people, the environment, businesses and states. For more information, please see our website at <http://www.globalinitiative.net>.

Project overview

The Market Monitoring and Friction Unit (MMFU) is a team within GI-TOC dedicated to monitoring online markets of endangered wildlife species and working towards innovative, effective strategies for disrupting them. The Unit collaborates with civil society organizations and mandated authorities to shut down online illicit wildlife markets. Our work also involves us looking at vectors of supply and demand and intervening at different points of the supply chain to create friction within illicit markets.

Scope of work

The MMFU has undertaken two specific market analyses – looking at the established and emerging markets in highly endangered and protected bird and in medicinal products containing illicitly sourced wildlife ingredients. We are now at the stage of wanting to target and influence consumer demand for these products – especially within the online space.

We are therefore seeking a norm targeting and behaviour change expert who can help design and then implement specific approaches to affect and diminish consumer demand in these markets. Work would take place within known (and possibly currently unknown) online spheres across multiple priority countries.

Candidate sites that align with our existing work monitoring markets include:

- Social media and e-commerce markets for protected parrots in Kenya and Nigeria
- Social media driven markets for protected bird species in Indonesia
- Primarily e-commerce markets for pangolin-containing products in China and Vietnam from unverified supply chains
- Social media driven markets for ivory and other high-value wildlife products in Vietnam

Candidates are expected to propose a project operating within a specific location and addressing an identified consumer group or network of traders.

The consultant would need to understand a broad range of theoretical interventions and applications and be confident to design culturally appropriate and sensitive interactions.

The consultant, drawing on his/her experience and contacts, will be expected to:

- Design bespoke and innovative influencing campaigns specific to each market that target online consumers and/or prospective buyers or traders
- Lead the implementation of the campaigns, working closely with MMFU team members to garner wider support and engagement
- Design evaluation methodologies for interventions and monitor the impact of interventions, flexing and responding to results as appropriate
- Produce a summary intervention report compiling notes on methodology, activities and interventions.
- Identify and task additional researchers to help with data collection/interviews as needed

Requirements

- Previous experience working on consumer change interventions – either online or offline
OR
- Previous experience working in countering the illicit trade in wildlife
- Languages appropriate to the proposed campaign location

Application

To apply, please send the following documents to Simone Haysom, Head, MMFU, GI-TOC simone.haysom@globalinitiative.net :

- CV
- Cover letter highlighting experience delivering similar projects
- Writing sample
- A work plan detailing how the candidate would approach the assignment, proposed schedule and budget (to note: the budget should include all travel costs and provisions for engaging local researchers as appropriate).



Deadline: 15 December 2021.