

Terms of Reference

Media Consultant – Short-Term Assignment (15 days) Conference:

Background

Asia's rapid economic growth has been accompanied by widening inequality. The richest 10% capture the majority of national income, while millions remain excluded from basic public services such as health, education, social protection, and digital access. Oxfam's upcoming **Regional Public Services Campaign** highlights this gap through the creative concept of "*The Queue*" a powerful metaphor for the time and opportunities lost when public services fail.

The campaign will culminate in the **High-Level Conference at Chulalongkorn University on 9 October 2026**, timed alongside the IMF–World Bank Annual Meetings in Bangkok under the theme of ***An Asia for Everyone: Public services, social protection and the Promise of Shared Prosperity***. The conference will convene ministers, economists, civil society leaders, and media to debate solutions for publicly funded essential services to address extreme inequalities and launch Oxfam's flagship policy brief *Rigged from Birth: How Inequality Steals Futures in Asia and the Five Public Services That Can Reverse It*.

On top of these two interventions, Oxfam will also be organizing a plenary discussion on addressing inequalities in Asia during people assembly either on 12 or 13 October.

This consultancy ensures that campaign launch (end September) the conference (9 October) and plenary discussion on inequality (October 12 or 13) receive strong media visibility in Thailand and across the region, amplifying Oxfam's evidence and advocacy messages.

Objectives

The consultancy aims to:

- Position Oxfam's campaign and conference as leading voices on inequality and public services.
- Secure strong coverage in Thai and Thailand-based international media.
- Amplify the launch of the campaign and policy brief through press releases, interviews, and op-eds.
- Ensure that regional audiences engage with the campaign narrative and conference outcomes.

Scope of Work

The consultant will undertake the following tasks:

- **Invite Thai and international media** Identify and reach out to Thai national outlets (print, broadcast, digital) and Thailand-based international correspondents. Issue formal invitations to attend the conference, follow up to confirm participation, and coordinate media presence during the event.
- **Draft press releases** Prepare two press releases:
 1. For the **campaign launch** (end September), highlighting the creative concept "*The Queue*" and its call to action.

2. For the **conference and policy brief launch** (9 October), summarizing key discussions, evidence, and commitments. Drafts must align with Oxfam's messaging and be approved prior to circulation.
- **Circulate press releases and secure coverage** Distribute the press releases to targeted media lists, ensure timely follow-up, and monitor coverage. Provide evidence of publication in Thai and regional outlets.
- **Arrange media interviews** Coordinate interviews for Oxfam spokespeople and partners with selected Thai and regional media. Handle scheduling, briefing, and logistics to ensure smooth execution.
- **Publish op-eds in regional media** Draft, pitch, and secure publication of at least two op-eds in regional outlets. These should highlight the campaign's evidence base and policy recommendations, positioning Oxfam as a thought leader on inequality and public services.

Key Deliverables

- Media list of Thai and Thailand-based international outlets.
- Two finalized press releases (campaign launch + conference/policy brief).
- Evidence of press release circulation and coverage secured.
- At least three media interviews arranged and conducted.
- Two op-eds published in regional media.

Timeline

Duration: 15 days work (mid September – mid October 2026).

Milestones:

- End September: Campaign launch press release + first op-ed.
- Early October: Media invitations, publishing of second op-ed (if possible, on 9th October) scheduling of interviews.
- 9 October: Conference coverage, policy brief launch press release.

Competencies / Requirements

The consultant should demonstrate:

- Proven experience in media relations and coverage in Thailand and Asia.
- Strong connections with Thai and Thailand-based international media.
- Ability to draft compelling press releases and op-eds on social justice issues.
- Experience arranging interviews and securing coverage under tight timelines.
- Excellent collaboration and communication skills.

Reporting

The consultant will report to the Advocacy and Campaign Lead, Oxfam in Asia, and coordinate closely with the advocacy and campaigns team.

Submission Procedure

Interested consultants should submit:

- Profile and relevant experience in Asia-based media campaigns.
- Examples of past press releases and op-eds.
- Financial quotation (all-inclusive).
- Names and contact details of two referees