



The Irish Association  
of Non-Governmental  
Development Organisations

## Terms of Reference

### Research Project to Analyse Dóchas' Public Perception Surveys

#### 1. Background:

Dóchas is a network of Irish-based development NGOs, which functions as a meeting place of organisations committed to tackling poverty and inequality around the world. Through Dóchas, Irish Development NGOs and others come together to share their experiences, and to use those experiences to advance more effective ways to end all forms of poverty and injustice. Dóchas aims to provide coherence to the sector, particularly in relation to shared messaging to key stakeholders like Irish Aid, the Charities Regulator and politicians. We also help to identify trends to understand gaps and opportunities that will ensure our members' work has the greatest possible impact.

In 2017 the Dóchas Results Working Group developed a survey which was used to monitor the level of the Irish Public's support for international development and opinions regarding how international aid should be used. The information provided by the survey would help to provide a benchmark for Irish Aid partners to understand the collective impact of their public engagement work in line with Irish Aid guidelines. The survey was carried out every December for the past four years. Now it is time to look at the data, to analyse what has been happening during this time and what insights can be gained from this cumulative data.

#### 2. Purpose and Scope:

The purpose of this research is to analyse the data from the last four years of Kantar Milward Browne surveys on Irish public attitudes towards International development and to extract key trends and any unusual or unexpected outcomes, as well as provide some key recommendations.

#### 3. Objectives:

- Analyse the key trends, anomalies or unexpected results from the Kantar Milward Browne Surveys over the past four years
- Provide some recommendations for how Dóchas members might approach public engagement, as a result of this analysis.

#### 4. Deliverables and Methodology

The final methodology will be agreed as part of the tendering process, but it is expected to include:

- Desk research into the data from the last four year's surveys

Specific Outputs:

- A written report of no more than ten pages, which should include the following;
  - Executive Summary
  - Context Setting
  - Outline of data analysis using graphs and diagrams
  - Supporting Narrative
  - Conclusion and recommendations
  - References (where applicable)
- A PowerPoint summary of the report to be given to Dóchas and its members at a virtual meeting.

## **5. Skills and Experience Required**

Applicants must have significant experience and proven skills in audience research and analysis, with a focus on primary data analysis, specifically related to audience/public attitudes.

## **6. Terms and Conditions**

We expect this consultancy to take 5 days, and will need to be completed no later than 19 March 2021.

For this type of work Dóchas normally pays approx. €350 a-day, but the exact fee will need to be negotiated.

The consultant will report to Ronan Doyle, Head of Communications and Public Engagement.

As well as providing any relevant reference materials, Dóchas will be responsible for liaison with members and supporting the consultancy.

## **7. Confidentiality and Data Protection**

A normal duty of confidentiality is expected in relation to Dóchas business, both during and after this consultancy. All documents (e.g. records, reports, plans, policies, papers, files) relating to work carried out in the course of this consultancy with Dóchas will remain the property of Dóchas at all times. The consultant will not retain copies of such records.

The consultant will not at any time either during the period covered by this contract or after its termination make use of or communicate to any unauthorised person/body any confidential information about Dóchas which may have been obtained during the course of this consultancy.

On termination of this contract by either party the consultant will deliver to Dóchas all records, documents, equipment, etc. in their possession or control relating in any way to this consultancy.

## **8. Application Process**

Please submit your expression of interest, to [ronan@dochas.ie](mailto:ronan@dochas.ie). Early applications are welcome and will be reviewed on receipt. Only shortlisted candidates will be contacted. The deadline for receipt of all applications is **26 February 2021 at 5pm**.

The following documents must form part of your expression of interest:

- A cover letter,
- A brief outline of the methodology and timeframe you propose in line with this Terms of Reference
- Your CV

For further information on this project please contact Ronan Doyle, Head of Communications and Public Engagement at [ronan@dochas.ie](mailto:ronan@dochas.ie) or on 087 1325256.