

Terms of reference

« ComsForUs »

Facilitator - Sanaâ NADIR, Communications Officer for the Forus Secretariat.

Council Representative > to be determined

MISSION

To propose innovative ideas and strategic guidelines for the new internal and external communication of Forus and its members.

MAIN OBJECTIVES

On the occasion of the brand change of our network, we wish to build together a coherent communication strategy representative of the diversity of Forus members.

The objective of the ComsForUs Group is to set up innovative communication strategies that form part of a global strategy specific to the Forus network and its members.

The Group will assume an operational role and contribute to the development of the new communication strategy. The ideas generated by the representatives of the 69 national NGO platforms and 7 regional coalitions will strengthen the influence, legitimacy and visibility of the network. Future recommendations must also be useful and exploitable in the context of various member communications.

SPECIFIC OBJECTIVES

Formulate recommendations on topics and actions of internal and external communication, in accordance with the principles defined by the Council. The different actions will have to be correlated with the 3 objectives of the network:

Connect

Share, learn and promote: pool our knowledge and experiences in order to bring out innovative initiatives and strategies that will integrate the communication strategy of Forus and its members.

Support

Participate, advise and integrate: be part of an Forus-specific communication strategy and representative of the diversity of voices and experiences of the 69 NGO platforms and 7 regional coalitions.

Influence

Represent and inspire: Develop coherent and inspiring institutional, digital and event communication strategies to broadly relay our political advocacy campaigns.

Here are some ideas for the type of participation expected (non-exhaustive list):

1. Collaborate with the Secretariat on the development of press releases, newsletters or opinion pieces.
2. Participate in the design and planning of events and / or promotional campaigns
3. Set up a national / international public relations campaign
4. Participate in the development of a digital communication strategy focused on a new management of social networks.
5. Propose and develop partnerships (social, economic, political or cultural) to strengthen the Advocacy/Communication link and the influence, legitimacy and visibility of our network on the international scene.

MAIN ACTIVITIES

1. To exchange, analyze and be proactive in the external communication strategy developed in October 2018 and in relation to the resulting documents (editorial strategy in particular) in close connection with the Council, the working groups & the Secretariat of Forus.
2. Identify communication opportunities through our partners / members / media and all our stakeholders to increase the visibility of our network.
3. Formulate recommendations and put in place adequate actions to boost Forus communication strategy.
4. Encourage more active participation by the platforms in the communication strategy, especially from non-Council members.

METHODOLOGY OF WORK

ComsForUs will need to come together virtually every quarter.

Conversations will be mainly by e-mail or Skype/Zoom. Members of ComsForUs will be able to organize further meetings with the Secretariat to make progress on certain points.

The Forus Secretariat will have to ensure that all relevant information will be disseminated in the working languages of the Group (at least in English and French).

At each Board meeting, representatives of ComsForUs are required to inform the Board of its work, and to submit matters that may be subject to debate for opinion / decision.

The ComsForUs group will be composed of members of the Forus Council and communication specialists who are not members of the Council, as well as any other member making the request:

- Communication officer for Forus members
- Representatives from all regional coalitions (to be determined)
- Other Forus members interested in joining and supporting the group (non-specialist in communication)
- Sanaâ and Magda from the Forus Secretariat
- **Principal interlocutor responsible for submitting to the Council the strategic decisions to be taken: the Council's Referent Member, supported by Sanaa Nadir, Forus Communications Officer.**