

# Terms of Reference

## « *Internal & external communication services* »

### Open tender procedure

Date: January 2021

## 1 Context

### 1.1 Our organization

Forus ([forus-international.org](http://forus-international.org)) brings together 68 national platforms from Africa, the Americas, Asia, Europe and Oceania and 7 regional coalitions, which together account for more than 22,000 organizations. The members of our global network work together through a shared vision and common values: the defence of human rights, the inclusion of the most vulnerable populations, the fight against inequalities and injustice, as well as the eradication of poverty and sustainable development. National platforms endorse joint advocacy positions and promote non-governmental initiatives to effectively broaden the space for Civil Society Organizations (CSO) in the international arena and influence local and global debates, promoting our vision of a fair and sustainable world.

In line with its recently adopted [2021-2025 strategy](#), Forus aims to further amplify its members' voices through impactful, creative and collaborative communications and to leverage its communications to deliver on the 3 pillars of the network's strategy: CONNECT, SUPPORT, INFLUENCE; while strengthening its brand recognition.

The network works with its members in 4 languages: French, English, Spanish and wherever possible Portuguese. It is therefore important to mention that any communication tool must be produced in at least 3 languages.

In order to continue to strengthen its communications work, **Forus is looking for dynamic and creative communications adviser to support Forus' leadership and team for the activities and deliverables described below.**

### 1.2 Selection committee

Members of the selection committee:

- Director
- Admin & Finance Manager
- Communications Officer

### 1.3 Schedule of the tendering process

Deadline for submissions:

**26/01/2021**

Selection:

until 31/01/2021

To tender, please send an email to [recruitment@forus-international.org](mailto:recruitment@forus-international.org) and include

1) a detailed and complete Curriculum Vitae, including links to similar work carried out, and at least 2 references

2) a financial offer (VAT and any other applicable taxes included).

Offers can be submitted in French or English.

## **2 Description of objectives and services required**

### **2.1 Main objectives**

- Design and implement a communication strategy in line with the network's strategy and members' needs.
- Take charge of graphic design and lay-out for all publications of the Forus Secretariat
- Advise on Forus' communication with members, stakeholders and the media.
- Develop creative and innovative communications assets for the network
- Support the work of the Director and President regarding their communication needs.

### **2.2 Description of services required**

The following services will be discussed and carried out in close collaboration with Forus' Communications Officer and in regular contact with the Forus Director.

#### **Strategy**

- Develop and implement a Communications Strategy based on 2021-2025 Forus Strategy, together with the Communications Officer
- Develop an « editorial strategy » and associated calendar for the network
- Advise on the development of any internal communications processes

#### **Publications & Campaigns**

- Carry out the laying-out and graphic design for all publications of the Forus Secretariat as well as for any further needs in that regard
- Develop innovative ways for, and implement the promotion of Forus publications, toolkits and messages
- Advise on communications tactics to roll out campaigns, and participate in collaborative campaigns and initiatives with Forus members and partners (such as the Global Week of Action for the SDGs, the Finance in Common summit, etc.)
- Develop press kits, media advisories, press releases and other communications around events in which Forus is engaging, in close coordination with the Communications Officer
- Facilitate the development of a collaborative and positive narrative regarding the role of civil society and of CSO platforms.

#### **Creative Communications & Multimedia Projects**

- Produce a series of podcasts featuring Forus members and in line with Forus' strategies and workplan
- Produce short videos featuring Forus' and its members' activities and/or messaging short documentaries with members
- Seek collaboration with creative platforms and actors (activism, photojournalists, journalists, storytellers, etc.)
- Develop a new Forus presentation "brochure" in an innovative format

#### **Media relations & Partnerships**

- Strengthen existing and develop new media partnerships
- Monitor media trends and advise on ways for Forus to engage with media
- Support in the development and pitching of opinion pieces, articles, etc.
- Assist in the identification of potential strategic partners

### **Member Engagement & Capacity-Development**

- Analyse and monitor Forus' member's needs in communication and promote members' work in close cooperation with the other members of Forus Secretariat.
- Design and host Communications workshops with members to share best practices and develop their communications skills
- Support the identification of experts for building capacities in the network
- Advise Forus staff on communications issues and publications

### **Internal Communications & website**

- Analyse data, and design and initiate solutions to improve communication flows between the network and their members.
- Co-facilitate the development of the annual report and quarterly newsletters
- Together with the communications officer, support in maintaining, promoting and developing the Forus website and other communication channels.

### **Support to the Director and governance**

- Advise the Director and President and governance in relation to their communication needs
- Manage the preparation of statements, presentations and other documents.
- Other tasks as necessary.

## **3 Requirements and selection criteria**

### **3.1 Expectations on the service provider**

- At least 3 years of relevant experience with **non-profit organizations**  
Experience with development NGOs and sustainable development issues: a plus.
- Strong technical skills in writing, editing and proofreading, social media and online communication, incl. the use of content management systems (CMS).
- Proven expertise in **graphic design** and layout skills for publications is required
- Previous experience designing and coordinating **communications for campaigns** is required
- **Fluency in English, French and Spanish** is required
- Experience with **multi-media communications** a strong asset.
- Highly developed networking skills of **dealing with the media** (press, online, audio-visual)
- Access to an existing network of journalists and/or specialized media an asset.
- Capacity to manage **multiple projects** simultaneously and deliver outputs in a **timely** manner.
- Capacity to clearly convey information and ideas through a variety of media to NGOs from various continents in manner that engage them and allow them to better participate in Forus' work.
- Ability to generate **innovative solutions**, being **creative** and taking risk.
- **Confidentiality** shall be ensured: all documents are strictly confidential and remain the property of Forus.

### **3.2 Selection criteria**

- Capacity to provide the services required, experience, reputation
- Flexibility and reactivity
- Service costs: competitive, detailed and transparent
- Quality of services, technical know-how

## 4 Contracting conditions

The service contract is for a renewable 12-month period.

The contract may be renewed three times for 12 months each time.

Forus asks the tendering company to introduce the following clauses into the service contract:

- The contracting company declares *“that they have not committed any act that might detrimentally affect implementation of the Project for the Beneficiary and, in particular, that there has not been and will not be any cartel arrangement.”*
- The contracting company declares that *“the negotiation, award and performance of the contract has not given rise to and will not give rise to an act of corruption as defined by the United Nations Convention against Corruption of 31 October 2003”*.
- The contracting company declares that *“they observe social and environmental standards in line with the laws and regulations applicable in the country where the project is being carried out, including fundamental conventions of the International Labour Organisation and international conventions on protecting the environment, and that they make sure any possible sub-contractors comply with all of these measures, taking appropriate measures where they do not.”*