

Terms of Reference: Communications / PR firm required for a campaign

The Protected and Conserved Areas Team (PCA) at the International Union for Conservation of Nature (IUCN) is looking for a communication / public relations firm to design and implement a campaign on Target 3 under the Global Biodiversity Framework (GBF). Target 3 calls for 30% of lands and oceans to be brought under effective area-

- Ability and capacity to develop and manage a global campaign that require close supervision as well as cross-cultural knowledge and sensitivity
- Strong media contacts and an existing network of journalists, TV channels, etc.
- Expertise in developing and implementing social media strategies
- Expertise in organizing virtual/hybrid/in-person events and ability to respond to quickly to changes if required due to COVID

Interested agencies are requested to submit their portfolio demonstrating previous experience in marketing and branding campaigns and their pitches for the initiatives and associated campaign to the IUCN personnel listed above as per the dates of the RfP. The Pitch should include KPIs and information on how they will be reported against. The upper limit for this campaign is 95,000 CHF, budget considerations will be a criteria in the final selection of the agency.