



IUCN-Med
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In the dynamic and rapidly evolving world of environmental conservation, effective communication plays a pivotal role in creating awareness, fostering engagement, and driving positive change. The International Union for Conservation of Nature (IUCN) has been at the forefront of global conservation efforts, working tirelessly to protect nature and promote sustainable development. Within the Mediterranean region (IUCN-MED), the need to enhance communication efforts has become increasingly evident, requiring a strengthened Communication (COM) team that can effectively convey IUCN's mission and engage diverse stakeholders.

The main strategic lines of IUCN in the MED aim to address biodiversity loss and climate change impacts through the following strategic lines and priorities of intervention:

- Nature-based Solutions and Climate change
- Marine Biodiversity and Blue Economy
- Ecosystem Resilience and Spatial Planning
- Nature Conservation and Food Systems
- Biodiversity Knowledge and Action
- Regional Focus: North Africa

To know more about IUCN-Med work: <https://www.iucn.org/our-work/region/mediterranean>

1. The main objective of hiring a Communication Strategy Implementation Consultant is to help improve the strategic vision for the office communication's effort.

The consultant will be expected to support the IUCN team in revising and adapting an already existing communication strategy to the new challenges and strategic vision for the office as well as support ongoing communication activities.

To reach the over mentioned objective, specific sub-objectives should be considered:

- A. Develop an action plan for executing the communication strategy.
- B. Provide recommendations on the best communication channels and tools to reach our target audience.
- C. Assist in the creation and delivery of compelling content for various communication channels.
- D. Enhance our internal communication processes and practices.
- E. Monitor and evaluate the effectiveness of the implemented communication activities.
- F. Provide training and support to our internal teams to ensure consistent communication practices.

2. The Communication Strategy Implementation Consultant will be responsible for the following tasks:

- a. Review the existing communication strategy and provide modification to the approach and content if needed.



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4. : The maximum budget available for this consultation is 50.000 Euros (for 12 months including VAT).

VAT and other taxes are included in the above-mentioned amount. IUCN is not acting as a business or professional nature entity for VAT purposes and therefore the consultant should charge in its invoices the VAT or analogous tax accordingly. In case that the consultant is exempt from VAT or equivalent tax in its jurisdiction, it should include a note in the invoice document informing of this issue and mentioning the law that applies.

5. The ideal Communication Strategy Implementation Consultant should possess the following qualifications:

At least 7 years' experience in developing and implementing communication strategies for businesses.

A degree in journalism, marketing, or any other communications-related field

At least 7 years of experience working with Mediterranean conservation organisations.

Experience with press relations

Strong understanding of various communication channels and tools, including digital platforms.

Excellent writing and editing skills to create compelling content.

Experience in evaluating communication effectiveness and providing data-driven recommendations.

Ability to train and support teams in improving their communication skills.

Good project management and organizational skills.

Excellent command of English, other languages will be an asset (French, Spanish and Arabic)

Strategic thinking and ability to extract key messages from knowledge products.

6. Interested consultants are requested to submit the following documents:

Detailed proposal outlining the approach, methodology, and work plan.

CV or company profile highlighting relevant experience.

Samples of previous work demonstrating successful communication strategy implementation.

Proposed budget (in TTC) and consultancy fee structure.

7. The selection of the Communication Strategy Implementation Consultant will be based on the following criteria:

Relevant experience and track record in communication strategy implementation.

Quality and suitability of the proposed approach and methodology.

a Demonstrated understanding of our sector and target audience.

Clarity and feasibility of the work plan and proposed timeline.

Budget and consultancy fee competitiveness.

Strong communication and collaboration skills.

9. The selected consultant will be required to sign a confidentiality agreement to ensure the protection of sensitive organisation information and data.

10. The evaluation of proposals will be conducted by a selection committee appointed by IUCN. The committee reserves the right to conduct interviews or request additional information from shortlisted candidates. The successful consultant will enter a form.0008listed canuctommittee res



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11. : Interested consultants should submit their proposals electronically to uicnmed@iucn.org (with copy to santiago.suarez@iucn.org). . Late submissions will not be considered.