



# Terms of Reference (ToR)

## Consultancy Services for a content strategist to support office communications

**IUCN Centre for Mediterranean Cooperation**

**Issue Date: 11 September 2023**

**Closing Date and Time: 25 September 2023, 23:59 (CET)**

**IUCN Contact :**

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## **PART 1 INSTRUCTIONS TO PROPOSERS AND PROPOSAL CONDITIONS**

### **1.1. About IUCN**

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

knowledge, resources and reach of 1,400 Member organisations and some 15,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects -being.

[www.iucn.org](http://www.iucn.org)  
<https://twitter.com/IUCN/>

### ***1.3. The procurement process***

The following key dates apply to these ToRs:

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<b>ToRs Issue Date</b>
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11 September 2023

### **1.10. Validity of Proposals**

Proposals submitted in response to these ToRs are to remain valid for a period of 90 calendar days from the ToRs closing date.

### **1.11. Evaluation of Proposals**

The evaluation of Proposals shall be carried out exclusively with regards to the evaluation criteria and their relative weights specified in part 3 of these ToRs.

## **PART 2 TERMS OF REFERENCE**

### **2.1. Background**

In order to successfully meet the communication needs of an increasing number of projects and to continue growing the overall visibility to the work of IUCN in the Mediterranean, the Centre for Mediterranean Cooperation requires the technical support of a content strategist.

### **2.2. Scope of the Consultancy**

The main tasks of this consultancy include:

- Producing a wide variety of communication materials (news articles, press releases, press kits, social media content, newsletters)
- Co-writing and proofreading reports (annual report, report on communication trends, publications)
- Developing and producing content plans for specific projects
- Supporting the management and update of the Mediterranean section on the IUCN website

### **2.3. Methodology**

The consultant will meet several times a week with the communications team of IUCN-Med to plan and follow up on the execution of the agreed tasks and deliverables. Moreover, participation in meetings with partners is expected in order for the consultant to understand the background of the projects work in the Mediterranean.

To produce each these deliverables, the IUCN-Med communications team will brief the consultant and provide relevant resources and explanations. However, the consultant is expected to perform some independent research to gain a comprehensive view of the concerned topics.

#### **Key Deliverables and Payment**

<b>Key tasks and deliverables</b>	<b>Deadline (after signature of contract)</b>
D1. Content plan and content for four projects (to be selected by the IUCN-Med team) have been produced	<b>31 March</b>

D3. Four newsletters in three languages prepared and sent	<b>31 March 2023</b>
D4. 50 news articles or press releases drafted	<b>31 March 2023</b>
D5. A biannual report on the activities of IUCN-Med is published	<b>31 March 2023</b>
D6. Two press kits finalised (one to present the work of IUCN-Med and another for a specific project)	<b>31 March 2023</b>
D7. A short (max. 30 pages) report on content and communication trends (which are relevant to the work of IUCN-Med is delivered	<b>31 March 2023</b>
D8. Three publications (max. 60 pages) have been proofread	<b>31 March 2023</b>

*Beyond the specified tasks detailed in these Terms of Reference, the consultant is expected to demonstrate flexibility in accommodating unforeseen communication-related activities as they arise.*

*All final decisions concerning the successful delivery and quality of deliverables will be made by IUCN Centre for Mediterranean Cooperation (IUCN-Med). The consultant shall schedule time in the workplan for reviewing drafts and implementing feedback based on discussions with IUCN-Med.*

**20,000 (VAT and all taxes incl. \*)**

*\* VAT and other taxes are included in the abovementioned 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 of 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*

## **2.4. Supervision and Collaboration**

The consultant will work under the supervision of the Communications specialist at IUCN Centre for Mediterranean Cooperation (IUCN-Med). IUCN Med will have the final decision concerning successful delivery and quality of all deliverables. The outline of all deliverables should be agreed with IUCN-Med team ahead of the work. Consultants should build time for discussion before starting each deliverable and for review and sign-off feedback of the different deliverables.

IUCN-Med will provide contact or access to relevant contacts to carry out the assignment.

## **2.5. Timeline**

The time span to complete this work will be six months starting from the date of contract signature.







