



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)

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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
<https://twitter.com/IUCN/>

1.3. The procurement process

The following key dates apply to these ToRs:

ToRs Issue Date

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

Key tasks and deliverables	Deadline (after signature of contract)
D1. Content plan and content for four projects (to be selected by the IUCN-Med team) have been produced	31 March 2024

D3. Four newsletters in three languages prepared and sent	31 March 2024
D4. 50 news articles or press releases drafted	31 March 2024
D5. A biannual report on the activities of IUCN-Med is published	31 March 2024

