



IUCN-Med
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Terms of Reference

Communication Strategy Implementation Consultant

Background: 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. **Objectives:** 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. **Expected actions and deliverables:** 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.



IUCN Med has developed a communication strategy in the past, aligned with the IUCN programming period 2021/2024. The consultant will be expected to revise the already existing document (strategy, action plan, communication's toolkit) and, in consultation with the team, provide an updated version for 2024-2028.

- **Deliverable A: Updated and revised version of IUCN communication strategy 2024-2028**

b. Develop a detailed operational plan to implement the strategy.

After identification of the new needs, the consultant will be requested to provide an operational plan to ensure the implementation of the strategy. The plan should include at least:

- list of deliverables
- timelines of communication actions to implement within 2024 and 2025.
- responsible parties
- Advise on the most suitable communication channels (e.g., website, social media, press releases, etc.) to reach our target audience effectively.
- key performance indicators (KPIs) to measure the effectiveness of the communication activities and provide regular progress reports.

- **Deliverable B: Operational plan for the strategy**

c. Assist in the development of high-quality content for various communication channels, ensuring consistency in messaging and brand positioning (to be agreed with IUCN MED team).

- **Deliverables C include:**

- a. Specific content plans for 4 projects (to be selected by the IUCN-Med team)
- b. The IUCN-Med 2023 final annual report to showcase the activities of the centre.
- c. Three quarterly newsletters of IUCN-Med activities in English, French and Spanish
- d. One basic website to promote the Medconecta project (in collaboration with the project responsible)
- e. 7 press releases and 50 news articles to promote the work of the centre.
- f. 2 social media reports for each of the following projects: Impetus, Natae, Blue4All, Nbsoil,
- g. 1 social media report of: LIFE Invasaqua, Safeguard
- h. An updated record of the projects of the office on the IUCN website

d. Collaborate with internal teams to enhance internal communication processes, such as email communications, team meetings, and knowledge sharing platforms.

- **Deliverable D: Evaluation reports on the effectiveness of the implemented communication activities**

e. Conduct training sessions and workshops for our employees to enhance their communication skills and align them with the communication strategy.

- **Deliverable E: Training materials and conducted sessions for improving internal communication practices.**

3. **Timeline:** The expected duration of the consultancy is 6 months, renewable up to 12 months. The consultant should provide a detailed project timeline, including key milestones and deliverable due dates.



4. **Available budget:** 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. **Qualifications:** 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. **Proposal Submission:** 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. **Selection Criteria:** 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.
 - 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. **Confidentiality:** The selected consultant will be required to sign a confidentiality agreement to ensure the protection of sensitive organisation information and data.
10. **Evaluation and Contract:** 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 formal contract with IUCN outlining the terms and conditions of the engagement.



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11. Submission of Proposals: Interested consultants should submit their proposals electronically to uicnmed@iucn.org (with copy to santiago.suarez@iucn.org). **no later than July 17th, 2023.** Late submissions will not be considered.