



Terms of Reference

Communications and Outreach Consultant

I. Background

The Communications Consultant will support the Washington DC-based Forest and Grasslands Team (FGT) in implementing communications and outreach aspects of The Restoration Initiative (TRI). TRI is a GEF-funded programme led by IUCN, together with FAO and UNEP, with 10 projects in 9 Asian and African countries and 1 global support project. See [website](#) and [2022 Year in Review Publication](#).

II. Objectives

2024 is the last year of implementation of the global support project. In that context, this Consultancy will help generate increased visibility for TRI's outcomes by designing and implementing an impactful communication strategy, including preparing content and designing high-impact communication assets (visual, audio, written) targeting different audiences at the regional and global levels. Moreover, this Consultancy will design an outreach and awareness-raising campaign on FLR to be implemented by countries responding to their contexts – content and templates for media products will be developed by the Consultant to support in-country implementation by country teams.

The Consultant, operating from their home office, will collaborate closely with the IUCN TRI Program Coordinator. They will also engage with program partners from IUCN, FAO, and UNEP, as well as country teams, to ensure the design and content of deliverables are informed by all relevant parties.

III. Deliverables and activities

The consultant will be responsible for the following:

1. Strategic communication planning:
 - Updated 2024 communications strategy to increase visibility and raise awareness for the main impacts and outcomes under TRI and implement such strategy. This includes coordinating all communication efforts under TRI with global focal points and country communication focal points to maximise visibility and impact at the regional and global levels. The timing and key messages of the content and media assets need to respond to global meetings such as UN meetings, CBD, UNFCCC, and UNCCD COPs.
2. Content and messaging development:
 - Collaborate with subject matter experts to distil complex information into accessible and engaging materials.
 - Prepare newsletters to disseminate information and results of TRI.
 - Provide technical expertise to promote the work of TRI through communication materials (social media flyers, infographics, posts, online stories, video clips, longer videos, etc.) and coordinate its dissemination through relevant networks.
 - Carry out graphic design work for printed and online information products.
 - Generate compelling and informative content, including press releases, articles, blog posts, video materials and social media updates.
 - Management of IUCN FGT social media channels (Twitter, Facebook and YouTube) to promote TRI's activities and media assets.

- The consultant will cover the cost of software for the design of communication materials and graphic design work.
3. Guidance and support to TRI countries on outreach and awareness-raising campaigns on FLR.
- Design an outreach and awareness-raising campaign on FLR to be implemented by countries responding to their contexts – the Consultant will train countries' teams and design content and templates for media products to support in-country implementation by country teams. Consultation with country teams will be required.

IV. Timeline for deliverables and consultancy

The consultancy is anticipated to run from July 2024 until December 2024.

Deliverable	Description	Deadline
Updated 2024 communications strategy	A communications strategy in the last year of the TRI global support project	July 15 th
Communication assets and activities	Based on the communications strategy, the consultant will develop communications assets and activities in coordination with the global and country teams, aligned with key regional and global meetings and according to a calendar to be agreed upon with IUCN	Responding to the delivery calendar to be agreed upon but no later than October 15 th
Outreach and awareness-raising campaign document + content and templates to guide the countries' work + training to countries	Survey countries to inform the design of an outreach and awareness-raising campaign on FLR to be implemented by countries, including content and templates to guide the countries' work. Deliver training and tutorials to countries	September 15 th

V. Budget and payment schedule

The budget for this consultancy is for a maximum of USD 25,000.

The consultant is expected to conduct the work within an estimated 75-100 working days between July and December 2024 with the FGT, partners of TRI and relevant stakeholders. The consultant shall submit an invoice according to the schedule of payments described below:

1. 25% upon signature
2. 35% upon the deliverables as per the timeline above, including a summary of deliverables, September 30th, 2024.
3. 40% upon the completion of the remaining deliverables as per the timeline above, and all tasks and delivery of all relevant deliverables and reports, 31 December 2024

The consultant will be responsible for all taxes related to this agreement.



VI. Skills and experience

The individual consultant should have the following qualifications and expertise:

- Degree in communication sciences, marketing, analytics, digital branding, advertising, psychology, political science, diversity and intercultural studies, or other related fields.
- A minimum of five (5) years of relevant working experience in communication and outreach as part of project implementation in large-scale regional projects or with international organisations (Required)
- Knowledge of forest and landscape restoration or other sustainable ecosystem management approaches.
- Experience in communicating and collaborating with management agencies, academic institutions, and local, national, and regional stakeholders to achieve agreed collective outcomes.
- Ability to succinctly compile large amounts of information into a coherent document for conservation practitioners and government officials.
- Excellent facilitation and coordination skills, with the ability to manage the timely and effective delivery of quantity and quality work on time.
- Strong communication and presentation skills and an ability to prepare appropriate and timely reports to various audiences and cultures.
- Excellent time management skills, including working effectively under pressure and meeting tight deadlines.
- Excellent writing and speaking literacy in English (French is an asset).
- Proven ability to liaise and work with various stakeholders, including government agencies, the private sector, and local communities, and in support of regional and national institutions.
- A team player able to contribute effectively to collaborative issues, and to demonstrate innovation and leadership.
- A good understanding of IUCN's mission and a general attitude of serving others.

VII. Supervision and coordination

The consultant will report to and work under the supervision of the TRI Global Manager.

Please submit your Resume, a Technical Proposal detailing the elements that are envisioned to be included in the three deliverables described above, a proposed timeline and a detailed costing of such elements using the Request for Quotation (see next page) to Adriana.vidal@iucn.org by June 13th 2024



REQUEST FOR QUOTATION

IUCN is a membership Union composed of both government and civil society organisations. It harnesses the experience, resources and reach of its more than 1,300 Member organisations and the input of more than 13,000 experts. IUCN is the global authority on the status of the natural world and the measures needed to safeguard it.

We kindly request your best quotation for the below items.

THIS IS NOT A PURCHASE ORDER.

IUCN may, unless you expressly stipulate to the contrary, accept whatever part of the offer that we so wish.

Date RFQ sent out:	May 23 rd , 2024	Date quotation due back:	By June 13 th , 2024
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SUPPLIER NAME:		RETURN QUOTATION TO:	
Contact name		Contact name	Adriana Vidal
E-mail		E-mail	adriana.vidal@iucn.org

Date items required by:	Different dates as indicated in the ToRs
Delivery address:	Online
Delivery method (if applicable):	
Payment terms:	See ToRs

				For supplier to fill in:		
				Currency:		
Line item no.	Description of Goods / Services (add attachment for technical specification if very detailed)	Unit	Quantity required	Unit Price	Total Price	Comments
1				0.00	0.00	
2				0.00	0.00	
3				0.00	0.00	



4				0.00	0.00
5				0.00	0.00
6				0.00	0.00
7				0.00	0.00

Add more lines to the RFQ if required

Subtotal	0.00
Delivery charge (if applicable)	
Other charges (if applicable)	
TOTAL	0.00

Additional information required from supplier:	
[1] Quote validity period	

Please note that IUCN is exempt from value-added tax.