GENERAL INFORMATION

Title of Consultancy: Communication Support for the Climate Governance Integrity Programme (CGIP)
Application Closing Date: 28 August 2024
Consultancy Start and End Date: 1 September 2024 to 30 March 2025
Location of Consultancy: Remotely

BACKGROUND

Transparency International (TI) is the global civil society organisation leading the fight against corruption. Through more than 100 chapters worldwide and an international secretariat in Berlin, Germany, TI raises awareness of the damaging effects of corruption and works with partners in government, business and civil society to develop and implement effective measures to tackle it.

The Transparency International Secretariat (TI-S) in Berlin is seeking a consultancy that specialises in developing and executing communications plans based on advocacy strategies with a focus on climate policy, action, and justice. The aim is to develop a six-month communications plan to support the implementation of CGIP’s advocacy strategies, using the CGIP Advocacy Plan as a basis. It should include a specific workplan, with activities, deliverables and a proposed timeline for their execution. It should also include an analysis of audiences and consider different types of materials to be developed (press kits, PRs, Op-eds, by line articles, newsletters, videos) as well as channels to communicate. In addition to the communications plan the consultancy would need to support TI in retainer, with a number of pre agreed hours per month for six months. Those hours will be used to implement the plan and produce comms and design material, outreach to media, publish press releases, manage google ads and create content such as articles and op-eds or social media copy.

OBJECTIVES

- Analyse audiences and map influencers
- Create tailored messages for each target audience focusing on transparency, inclusivity and accountability of climate policy and governance frameworks so that climate efforts are shielded from corruption and reach groups most vulnerable to climate change.
- Influence a wide range of stakeholders across the world, including representatives from public institutions and the private sector, as well as civil society actors, journalists, and local communities.
- Produce a wide range of comms material (i.e. Website texts, newsletters, presentations, op-eds, press releases, film scripts, social media posts etc) and disseminate through optimal channels.

EXPECTED DELIVERABLES AND TIMELINE

- A communication plan with an audience mapping and a work plan with proposed deliverables and timeline to cover the period of six months from the day it starts – 1 October presentation of the first draft.
- Support the implementation of the communications plan with a pre-agreed amount of hours per month from 1 September 2024 to 31 March 2025. Possible deliverables may include: key messages, pitching and targeted media outreach, op-eds, press conferences, videos and or video scripts, media statements, web content etc.
• Handle all aspects of the Google Ad Grants account, including keyword research, ad creation and optimisation, campaign management, performance monitoring, budget utilisation, and ongoing support to fully leverage the monthly grant.
• All deliverables should be submitted in English, in electronic form, in accordance with the above deadline.

SELECTION CRITERIA

The Consultancy should have the following qualifications:
• A team of experts with higher-level degree in: Media/ Communications/PR/Visual Communications/ Content Creation
• Experts should have over 5 years of relevant experience in policy communications, media relations, digital media and community management
• Proven track record in developing and implementing communication strategies for civil society organisations.
• Proven track record of effectively working with national, regional and international media.
• Experience in developing impactful communications materials in support of policy advocacy goals.
• Fluent oral and written English communication skills.

REMUNERATION AND COSTS

The Consultants should provide information about how they will charge for work carried out for the consultancy and an estimation of cost.

To include:

1. An estimated total fee for the performance of the contract as a lump sum.
2. Estimated fees for different types of deliverables.
3. Standard daily or hourly rates, with an estimation of how many hours is needed for each output and how many hours will be needed monthly for the duration 1 September 2024 to 30 March 2025.

The consultant should provide their estimated total fee/s including VAT.

Consultants who are based in Germany and do not charge German VAT must confirm their small entrepreneur status.

Transparency International e.V. (Secretariat), (TI-S) is registered as a Business Entity in Germany with VAT identification number DE273612486. EU reverse charge applies. Service providers should issue invoices with zero VAT.

CONTACT INFORMATION

The application should include the following documents in English:
• Business proposal with quotes
• Motivation letter and Curriculum Vitae of personnel involved
• One sample of relevant previous work (confidentiality guaranteed).
Please indicate “Communication Support for the Climate Governance Integrity Programme (CGIP)” in the subject line of your email application. Applications should be sent in English by email to Alice Gracy at cgipcommunications@transparencyinternational.org by close of business of 28/08/2024. Please note that only shortlisted applicants will be contacted.

The Transparency International Secretariat is committed to creating an inclusive work environment where diversity is valued and where there is equality of opportunity. We actively seek a diverse applicant pool and therefore welcome applications from qualified candidates of all regions, countries, cultures, and backgrounds.

Selection of candidates is made on a competitive basis and we do not discriminate on the basis of national origin, race, colour or ethnic background, religious belief, sex, gender identity and expression or sexual orientation, marital or family status, age or ability. We kindly ask applicants to refrain from including in their application information relating to the above as well as from attaching photos.

Data protection

When you respond to this tender and submit your application, you provide consent that Transparency International e. V. keeps your application materials for the period of ten years according to German legal requirements. Afterwards Transparency International will delete your application and any personal data included in it. If you have any questions, please reach out to dataprotection@transparency.org.

Guidelines for handling overhead and travel expenses

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<tr>
<th>Overhead</th>
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<tr>
<td>Regular overhead expenses associated with the Consultants maintaining their place of business, such as rent, telephone, utilities or stationery, are included in the Consultant’s professional fee, except where explicitly agreed otherwise in the contract.</td>
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<th>Travel</th>
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<td>Travel and accommodation expenses will as far as possible, and where applicable, be recovered from the institutions and companies hosting events or using the outputs provided by the Consultant.</td>
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<td>Where such cost recovery is not possible, all travel is subject to prior approval by TI-S staff responsible for the financial management of the Project or TI Budget Line that will support the costs of travel. TI shall not issue travel advances to the Consultants. For accommodation or travel by air, rail or coach, they will instead have to contact TI-S that will make travel arrangements on the Consultant’s behalf.</td>
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<td>All travel booked by TI-S will include travel health and accident insurance with worldwide coverage and Economy class only; accommodation will aim to achieve best value for money up to a 4-star category.</td>
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<td>Consultants shall be entitled to invoice TI-S only for local transportation and visa cost (if applicable).</td>
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<td>Subsistence allowance (per diems) and expenses for individual meals cannot be claimed. These are part of Consultant’s business expenses.</td>
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