GENERAL INFORMATION
Title: Consultant for IACC Communication Strategy
Application Closing Date: 31 October 2022
Consultancy Start and End Date: 15 November through 15 December 2022
Location: Washington D.C., USA

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 consultant to support the implementation of the communications strategy for the International Anticorruption Conference (IACC), which will take place 6-10 December in Washington D.C., USA. Under the title: Uprooting Corruption, Defending Democratic Values, this conference will bring together heads of state, civil society, business leaders and investigative journalists from around the world to find new ways to take on the challenges posed by corruption. For 5 days, approximately 1,500 people will physically join the event, and we will have a virtual audience of approximately 10,000 people online.

Established in 1983, the IACC usually takes place every two years in a different region of the world, and hosts participants from over 135 countries worldwide. This conference is also accompanied by complementary initiatives including the Young Journalists initiative, Fair Play Anti-Corruption Concert and Films for Transparency, which will take place simultaneously.

Within the IACC, the communications strategy aims to ensure that the IACC demonstrates the severe impact of corruption on global priorities and showcases what works to combat it. It also wants to position TI as a global leader, convener and solutions provider on corruption issues, setting us up for our 30th anniversary in 2023. We also aim to be inclusive, solution-oriented and innovative.

OBJECTIVES

1. Support the implementation of the IACC communications strategy to boost visibility and impact of the conference, the young journalists initiative and the Fair Play Anti-Corruption concert.
2. Support the positioning of TI as a global leader in our strategic areas of anti-corruption work.
3. Attract broader audiences and deepen public awareness about global anti-corruption efforts.

EXPECTED DELIVERABLES

Proposals should detail how applicants will support the conference in the month leading up and over the course of the five days in person. The services provided should include at least the following products and outputs:

Immediate conference leadup

- Coordination: Identify availability of major speakers for press comment/interviews.
Interview prep: Review key messages and ensure all TI-S spokespeople are set for interviews (technical skills and practice sessions, based on key messages that TI will provide)

Pitching: to relevant journalists to attend and/or cover conference outcomes

Content: Supporting the development and placement of a few op-eds and/or blogs to promote the conference.

During the conference

- **Press check-in:** Support the checking in of journalists attending the conference.
- **Support conference briefings:** At the conference, the media will have a separate space for them to work, including private areas for interviews. Every morning, the media team will offer a short briefing highlighting the top events of the day – run in the room but streamed virtually. The consultancy can support the TI-S media lead to organise this.
- **Coordination:** Continue working with the Department of State, USAID and other major speakers to set clear processes for who handles media queries and ensure no conflict with their plans.
- **Daily newsletter and PRs:** We will regularly communicate about key moments with journalists and the public. The consultancy can help identify such highlights, draft press releases and the newsletter to share them.
- **Support young journalist initiative:** As part of the conference, a select group of young journalists from around the world will attend and write articles about the conference. The consultancy can support them in providing daily briefings, overseeing planning for their wrap-up articles and ultimately pitching their pieces after the conference.
- **Promote the Fair Play concert:** Fair Play is a global competition for original songs by young bands and artists on themes of anti-corruption, integrity, and social justice. The winning artists and bands join the IACC and perform their songs at a public concert alongside the conference. The consultancy can help pitch and publicly communicate this opportunity.

All presentations and reports should be submitted in English, in electronic form, in accordance with the deadlines stipulated above. The consultant is responsible for editing and quality control of language. TI-S retains the sole rights with respect to all distribution, dissemination and publication of the deliverables.

**SELECTION CRITERIA**

The consultant should have the following qualifications:

- Proven track record in developing and implementing communication strategies for high-level online and in person events
- Proven track record of effectively working with national and international media
- Relevant experience in developing impactful and relevant communications materials
- Knowledge of Washington D.C. based institutions, national and international media, and other stakeholders

**RENUMERATION AND COSTS**

The consultant should provide their estimated total fee for the performance of this contract as a lump sum including VAT.

**For candidates based in the EU, EEA, UK, and Switzerland**

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.

Candidates who are based in Germany and do not charge German VAT must confirm their small entrepreneur status.
HOW TO APPLY

The application should include the following documents in English:

- Business proposal with quotes
- Curriculum Vitae of personnel involved
- One sample of relevant previous virtual event organised (confidentiality guaranteed).

Please indicate “Consultant for IACC Communication Strategy” in the subject line of your email application. Applications should be sent in English by email to commstenders@transparency.org before 31 October 2022. TI-S communications staff are available to discuss proposals before submission upon request.

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 based on 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