

## GENERAL INFORMATION

**Title of Consultancy:** Communications consultancy – Journalists for Transparency

**Application Closing Date:** 2 May 2021.

**Consultancy Start and End Date:** soon as possible until 30/06/2021

**Location of Consultancy:** Remote

## 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 for innovative communication proposals for its [Journalists for Transparency \(J4T\)](https://j4t.org/) project. In the last project phase of J4T, we are looking for innovative ways to showcase and promote the project, the journalists that have contributed to it and the stories they have produced under it (see <https://j4t.org/> for the stories that have come out under this project). Proposals should aim to create online communications/marketing product(s) that can be of visual, audio or other relevant nature.

The goal is to create visibility around the impact of J4T and the investigative reporting done by the young journalists that the project supports. We are looking for innovative proposals that seek to create online communications/marketing products that lend visibility to the reports and stories from the J4T journalists, the impact of the reporting and the story behind the story: how the reporting was executed, challenges and risks to reporters and sources of the investigation, and how the impact was achieved. Given that most of the reporting was done during the Covid-19 pandemic, challenges arisen due to the Covid-19 pandemic may also be explored. The end product(s) should create visibility around these issues and also act as a library for future journalists to learn from best practices and lessons learned shared by their peers.

The selected proposal will cover an entire planning cycle, from conceptualisation to execution and promotion/marketing of the final product.

## OBJECTIVES

- Create innovative online communications product(s)/platforms (audio, visual etc.) as last milestone of the J4T project that showcase the reports and stories from the J4T journalists and their impact and develop a library of knowledge kit for other journalists.
- The end product(s) should explore challenges the journalists faced, lessons learned and best practices as well as discuss the issues reported on and why they are relevant.
- Proposals should outline a clear plan for all stages of the project: conceptualisation, implementation to the final marketing of the product(s).
- Selected parties may work in collaboration with third parties but will be the responsible for the end product.

## EXPECTED DELIVERABLES AND TIMELINE

- Concept proposal submitted by 2 May 2021
- Communication product(s) created by 30 June 2021
- Marketing/promotion of communication product(s) by August 2021

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. The TI Secretariat retains the sole rights with respect to all distribution, dissemination, and publication of the deliverables.

## SELECTION CRITERIA

The Consultant should have the following qualifications:

- Experience of working with journalists or undertaking journalistic work
- Knowledge of J4T network and stories
- Experience in developing and working on communications/marketing products
- Contacts to journalist and media community
- Experience with overseeing the production of communications materials from conception and budgeting to production and marketing
- Creativity to make the most of limited resources under time constraint
- Knowledge of the investigative journalism field
- Fluent oral and written English communication skills.

## REMUNERATION AND COSTS

The Consultants should provide their estimated fee as a) a lump sum or b) a standard daily/hourly rate plus indicative number of days/hours, in both cases **gross and inclusive of taxes and other charges**.

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

## CONTACT INFORMATION

The application should include the following documents in English:

- Proposal on full project cycle (conceptual phase, production and marketing) with quotes
- Curriculum Vitae
- One sample of relevant previous work (confidentiality guaranteed).

Please indicate "J4T Communications consultant" in the subject line of your email application. Applications should be sent in English by email to Franziska Dienst at [J4TCOMS@transparency.org](mailto:J4TCOMS@transparency.org) by close of business of 02/05/2021.

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](mailto:dataprotection@transparency.org)*