

Visual Media Specialist

March 2024

SUMMARY OF PROCUREMENT

For this project, the vendor will be contracted directly through the World Resources Institute (WRI). The contract will be set as an open contract, where individual work orders will be issued before work begins. Compensation will be based upon the work negotiated in each individual work order, which will detail separate scopes of work, deliverables and budgets. There will be a fixed price work order, as well as ad-hoc cost reimbursement work orders. The contract will extend to 30 September 2024. Proposals along with all requirements should be submitted by 3 April 2024.

This vendor will work closely with the NDC Partnership Support Unit's Outreach & Governance team, specifically: the Deputy Director of Outreach & Governance, Communications Manager, Communications Coordinator and Staff Writer, as well as external consultants supporting the Partnership's communications and media outreach, websites and digital media channels. In addition, this position will work closely with the Knowledge & Learning and Country Engagement teams, as needed.

ABOUT THE NDC PARTNERSHIP

The NDC Partnership is a global coalition, bringing together more than 200 members, including more than 120 countries, developed and developing, and nearly 100 institutions to deliver on ambitious climate action that helps achieve the Paris Agreement and drive sustainable development. Governments identify their NDC implementation priorities and the type of support that is needed to translate them into actionable policies and programs. Based on these requests, the membership offers a tailored package of expertise, technical assistance, and funding. This collaborative response provides developing countries with efficient access to a wide range of resources to adapt to and mitigate climate change and foster more equitable and sustainable development.

The Partnership's work is facilitated by a Support Unit hosted by the World Resources Institute (WRI) in Washington, DC and the UNFCCC Secretariat and UNOPS in Bonn, Germany. This work will be contracted through WRI and will engage primarily with Support Unit staff in the Washington, DC office, but will have some interaction with Support Unit staff in the Bonn, Germany office and may interact with other consultants/vendors located around the world.

Overview

The Visual Media Specialist will support the development of the Partnership's visual identity and the generation of communications products, social media content, and multimedia materials in line with the Partnership's evolving branding and messaging. Our aim is to communicate with our members, partners and other stakeholders to provide regular updates on the Partnership's Country Engagement

and Knowledge and Learning work, as well as highlight the key stories and achievements of our diverse members.

Responsibilities

Branding and Messaging (60%)

- Develops the Partnership's visual identity for all digital and print publications and platforms, including websites, social media, email newsletters, videos, and communications materials
- Updates and informs the Partnership's branding and style guides in line with the Communications Manager
- Supports the Communications Manager in conducting brand reviews for all communications deliverables, including strategic documents, executive summaries, publications, reports, presentations, and marketing collateral
- Liaises with designers and web developers on brand development for all communications and marketing materials to align branding across channels and platforms
- Supports design projects including photo selection, photo editing, graphic design, and video editing, as needed

Communications & Project Management (40%)

- Supports the maintenance of the Partnership's websites, including regularly posting blogs, events, and press releases, and monitoring and posting publications and knowledge products
- Coordinates with external vendors on more complex website updates, informing User Experience (UX) design, and site functionality
- Supports the development of the Partnership's social media strategy under the guidance of the Communications Manager in collaboration with the Communications Coordinator, including developing and maintaining the social media calendar, working with staff to source and draft social content, and designing branded templates
- Maintains the communications team's internal databases and ensures all best practice documents, guidance documents and style guides are up to date
- Regularly tracks and evaluates success with the Communications Manager to support audience targeting and growth, as well as social media engagement and channel performance

Job Qualifications:

- Bachelor's degree, preferably in a related field or with substantial professional work to demonstrate relevant experience
- Five+ years of communications experience, ideally within a nonprofit or international organization
- Experience with website management (WordPress and/or Drupal)
- Knowledge of website best practices, UX design, SEO, CRM, and Google Analytics
- Experience with brand development, graphic design and print production (practical knowledge of Adobe Creative Cloud Suite: Illustrator, InDesign, and/or Photoshop highly preferred)

- Experience in and portfolio demonstrating the fundamentals of graphic design, including production of a wide variety of digital and printed materials including infographics, brochures, event materials and displays, and front-end web design
- Experience with social media channels (Facebook, LinkedIn, YouTube, Instagram, Twitter) and social media management platforms (HootSuite, Emplifi)
- Video editing skills (practical knowledge of Final Cut Pro or Premiere)
- Detail-oriented and highly organized
- Excellent writing, editing, and oral communication skills
- Extensive project management experience and ability to oversee multiple priorities and work under pressure with tight deadlines
- Flexible and capable of working with minimal direction and supervision
- Strong computer skills and experience in Microsoft suite, database management, cloud- and web-based communications

Evaluation & Selection

Proposal Content

A detailed response tailored to address the full scope of work as outlined in this proposal, including:

- Hourly rate;
- Resume and/or CV, including experience with similar clients and/or projects;
- Cover letter; and
- 2-3 examples of previous work.

Evaluation Criteria

The following elements will be the primary considerations in evaluating all proposals submitted in response to this TOR:

- Completeness of all required elements;
- Hourly rate; and
- Vendor's technical expertise relevant to the stated requirements of the TOR.

Selection Process

No proposal development costs shall be charged to WRI; all related expenses are to be borne by the bidders. WRI may award to the bidder offering best value without discussions. However, WRI reserves the right to seek bidder clarifications and to negotiate with those bidders deemed to be within a competitive range. WRI may, at its discretion and without explanation to the prospective vendors, choose to discontinue this TOR without obligation to such prospective vendors, or make multiple awards under this TOR.

TOR Submission

All proposals must be submitted on 3 April 2024 to Caitlin.Pinkard@ndcpartnership.org. Please use the following format for the email subject line: "Visual Media Specialist_NAME." All proposals must be submitted in electronic format in one document **not exceeding five pages.**

Please note: due to high response volumes, we are unable to accept call or meeting requests for open positions or to answer questions about this TOR.

