Content Specialist
June 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. The contract will be from 1st of July until 31st of Dec 2024. Proposals along with all requirements should be submitted by June 24th, 2024.

This vendor will work closely with the NDC Partnership Support Unit Communications Team, specifically the Head of Communications, Communications Manager, Visual Media Specialist and Communications Coordinator and Staff Writer, as well as external consultants supporting communications and media outreach, websites and digital channels. In addition, this position will work closely with the Knowledge and Learning and Country Engagement teams.

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 with Support Unit staff in the Washington, DC and Bonn offices as well as with other vendors located around the world.

Overview

The Content Specialist will drive story sourcing and development for the NDC Partnership Support Unit, playing a critical role in generating communications products that advance the brand positioning and strategic messaging of the NDC Partnership.

Responsibilities

Story Sourcing and Pipeline Buildout, 40%
• Builds a pipeline of stories that capture the distinct value and impact of the Partnership, working with expert staff across the Support Unit to identify angles and source materials.
• Drafts interview questions and conducts interviews with staff and external stakeholders.
• Builds out an editorial calendar, including identifying gaps in content production and making recommendations to source or repurpose content.
• Liaises with external content developers to brief them on editorial standards and package source materials to support content development.
• Collaborate with the Head of Communications, Communications Manager and external public relations firm to identify press-worthy stories from across the Partnership.

Content Development and Strategic Campaigns, 60%
• Builds and supports project, event and other strategic campaigns with guidance from the Head of Communications, Communications Manager and other expert staff within the Support Unit.
• Supports the development of editorial standards and content guidance, ensuring they are consistently applied across websites, social media, email newsletters, videos and other communications materials.
• Liaises with multimedia specialists to develop engaging content for all digital platforms, including social media and websites.
• Synthesizes technical documents, concept notes, briefing notes and key messages into audience-appropriate blog posts, press releases and other materials.
• Copyedits and proofreads final communications products in line with AP style, complementary Partnership style guides and Partnership messaging strategies.
• Supports the Head of Communications and Communications Manager in conducting brand messaging reviews for all communications deliverables, including strategic documents, executive summaries, publications, reports, presentations and marketing collateral.

Requirements

Knowledge and Expertise
• Broad knowledge related to climate change, sustainable development, economic policy and international development
• Ability to communicate effectively regarding progress, deadlines and turnaround times for all deliverables in a fast-paced work environment
• Mastery and/or working knowledge of the Associated Press (AP) Style Guide and demonstrated track record of copyediting experience
• Ability to meet deadlines and manage a set budget per project

Skills and Abilities
• Fluency in English, proficiency in Spanish and French is an asset
  ▪ Ability to think creatively to develop and refine “outside-the-box” strategies for reaching target audience segments and highlighting the value and impact of the NDC Partnership through effective narrative-building and storytelling
• Ability to align campaign products with strategic messaging and brand narratives.
• Ability to consistently apply Partnership brand guidelines and unique value proposition through written and visual products.
• Strong written communication skills with a demonstrated ability to generate content that grabs and holds audiences’ attention.
• Demonstrable ability to turn complex material or jargon into plain language or to maintain terms of art when appropriate for the target audience.
• Excellent research skills to ensure all material contains factual, relevant, and compelling information and context.
• Excellent writing, editing and proofreading skills and attention to detail.

Other Attributes
• Integrity and attention to detail to ensure all Partnership communications are grounded in verified facts and up-to-date information.
• Collaborative orientation in working with expert staff to incorporate their knowledge into content and advise them on effective approaches for promoting their work.
• Attention to detail to ensure accuracy and quality of all written and visual content.

Evaluation and 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
• 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
  ▪ Knowledge, skills, abilities and other attributes 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.

Submission
All proposals must be submitted on June 24th, 2024 to jen.bogle@ndcpartnership.org. Please use the following format for the email subject line: “Content Specialist Application.” All proposals must be submitted in electronic format in one document not exceeding five pages.
Please note that due to high response volumes, we are unable to accept call or meeting requests for open positions or to answer questions about this TOR.