

Terms of Reference for NDC Partnership

Part-time Writer

December 2022

ABOUT THE NDC PARTNERSHIP

The NDC Partnership brings together more than 200 members, including more than 120 countries, developed and developing, and more than 85 institutions to create and deliver on ambitious climate action that helps achieve the Paris Agreement and the Sustainable Development Goals (SDGs). 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 NDC Partnership is hosted by the United Nations Framework Convention on Climate Change (UNFCCC) Secretariat, the United Nations Office for Project Services (UNOPS) and the World Resources Institute (WRI). The Partnership has members in all regions of the world, with staff in Washington DC and Bonn, Germany. The NDC Partnership Support Unit is the Secretariat of the NDC Partnership and will be the primary point of contact for this consultant.

SUMMARY OF PROCUREMENT

The NDC Partnership, through WRI, intends to award a Cost Reimbursable type contract to a part-time, freelance writer. Deliverables will be completed on an as-needed basis. Work is expected to begin in January of 2023.

The NDC Partnership (the Partnership) Support Unit is searching for a part-time writer to effectively craft stories that convey the impact of our collective action, our diverse Membership, and our numerous events, programs and thematic initiatives. Our primary aim is to communicate our results to our members, partners and other stakeholders in a clear and compelling manner. Secondly, we aim to increase brand recognition and visibility of the Partnership as a leader in advancing global climate action in line with the goals of the Paris Agreement and the Sustainable Development Agenda. This writer may also be engaged in drafting messaging for ongoing campaigns and specific deliverables, including developing multimedia content for the Partnership's numerous channels: the website, email, social media, publications and print and digital materials.

For this project, the consultant will be contracted directly through WRI. The contract period will be Cost Reimbursement and will extend to 1 January 2023. Proposals along with all requirements should be submitted by 31 January 2023. This consultant 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 Visual Media Specialist.

Scope of Work

The NDC Partnership is seeking a part-time freelance writing professional to advance the Partnership Support Unit's communications. This writer will draft content for a wide range of print and digital materials, including but not limited to, blogs, press releases, bylines, op-eds, features, presentations and key message documents, social media posts and campaigns, email newsletter content, external publications, reports, and other materials. The writer will primarily work with the Outreach & Governance team to develop and publish the Partnership's editorial calendar but will be responsible for collaborating with internal stakeholders, including the Country Engagement (CE) and Knowledge and Learning (K&L) teams, as well as external vendors and stakeholders, when necessary.

Activities and deliverables will be assigned by the Deputy Director of Outreach & Governance and Communications Manager. The writer will work closely with the Partnership's Visual Media Specialist and Communications Coordinator. The scope of work will include:

- Content creation:
 - Synthesizing technical documents, internal concept notes, briefing notes, and key messages into reader-friendly copy for a wider, more general audience, as well as drafting technical blogs, press releases, and other materials for a specialized, technical audience.
 - Drafting interview questions and conducting interviews with staff and external stakeholders, where needed.
- Coordinating with communications staff and Support Unit staff throughout the lifecycle of the communications product and/or deliverable, conveying updates and project delays, and managing condensed timelines and quick turnarounds for communications requests and projects, revisions and approvals.
- Copyediting and proofreading final communications products in line with AP style.
- Contributing to the editorial calendar, including identifying gaps in content production and making recommendations to source or repurpose content with communications colleagues.
- Recommending promotion and marketing for communications products and materials with the Outreach & Governance team.

This contract will be awarded in January of 2023 with the opportunity to extend based on the successful completion of translated work.

Deliverable Deadlines

Deadlines will be determined on a case-by-case basis with most project requests allowing for a one-week to two-week turnaround time, though some documents will require shorter time frames. For more technical and/or expansive pieces, deadlines may be longer. Communications staff will determine each project deadline in advance with the freelance writer and staff project lead, and a fixed deadline for turnaround will be agreed to/adhered to.

Guidelines for Proposal Submission

Requirements

Selected freelance writers must meet the following requirements:

- Fluent in English (proficiency in Spanish and French is an asset)
- Excellent writing, editing and proof-reading skills, and attention to detail
- Broad knowledge related to climate change, sustainable development, economic policy, and international development
- Ability to communicate technical concepts and complex ideas to a wide audience, including a general readership and technical / content experts
- 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

Proposal Contents

Prospective vendors and/or translators should submit:

- A resume or CV
- At least two previous references
- Portfolio of past work and samples

Expression of Interest, Questions

All expressions of interest and questions about this ToR must be sent via email to Caitlin Pinkard, Communications Manager, Caitlin.Pinkard@ndcpartnership.org.

To apply, please submit proposal materials to Caitlin Pinkard (Caitlin.Pinkard@ndcpartnership.org) by **5:00PM EST on 31 January 2023** with the subject '*NDC Partnership Part-time Writer Application*'. Please note: this position is remote; candidates do not need to be based in the United States to apply.

Evaluation and Selection

Evaluation Criteria

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

- Completion of all required proposal elements;
- Experience with similar projects and past portfolio of work;
- Quality of work samples;

- Successful completion of a writing test.

Selection Process

No proposal development costs shall be charged to the NDC Partnership or WRI. All expenses are to be borne by the bidders. The Partnership may award the bidder offering the best value without discussions. However, we reserve the right to seek bidder clarifications and to negotiate with those bidders deemed to be within a competitive range. The NDC Partnership may, at its discretion and without explanation to the prospective vendors/organizations/consultants, etc., choose to discontinue this ToR without obligation to such prospective vendors/organizations/consultants, etc. or make multiple awards under this ToR.