SUMMARY OF PROCUREMENT

The NDC Partnership, through World Resources Institute (WRI), is seeking a dynamic communications professional to help implement the Communications Strategy of the Partnership’s Support Unit; including press, digital, social media and multimedia activities, as well as support for events, workshops and presentations. The professional will also help to develop and facilitate translation and design of a suite of marketing materials.

This consultant position requires strong technical skills, especially in relation to video and voice editing, infographic creation, and other creative products. The consultant should also have strong writing skills to function as a routine backstop for story drafting and generation.

About the NDC Partnership

The NDC Partnership is a global coalition of countries and institutions working to mobilize support and achieve ambitious climate goals while enhancing sustainable development. Through our Partnership, members leverage their resources and expertise to provide countries with the tools they need to implement their NDCs and combat climate change to build a better future. Hosted by WRI and the UNFCCC Secretariat, the NDC Partnership has members in all regions of the world, with staff in Washington DC and Bonn, Germany. For this project, the vendor would engage directly with staff located in the Washington DC office.

SCOPE OF WORK AND OUTPUTS/DELIVERABLES

Scope of Work

The NDC Partnership Communications team has the need for the following responsibilities:

• Execute strategic communications plans to support high-priority initiatives, media placements and speaking engagements, working collaboratively with staff and leadership
across the NDC Partnership to identify such opportunities and highlight the appropriate research, analysis, tools and experts.
• Author and assist in the development of communications materials that amplify examples of countries taking early and ambitious actions to implement their national climate plans under the Paris Agreement with support from the NDC Partnership.
• Build and foster collaborative relationships with communications experts among key NDC Partnership stakeholders to encourage global communications efforts around common messages and activities.
• Aid in development, implementation and management of the NDC Partnership’s global communications efforts, including translation and design.
• Develop general communications materials related to an emerging partnership, including its website, messaging, talking points, PowerPoint slides, infographics and print materials.
• Aid in design and layout of communications materials, including through collaboration with external vendors.
• Work with communications and research experts to oversee efficient execution of processes regarding publications, knowledge tools and communications activities.
• Execute creative ways to translate climate actions into compelling storylines, including through multimedia online content, such as videos, photos and infographics.
• Play a lead role in imaginative story-boarding and the production of a podcast series
• Manage a comprehensive and updated media log
• Aid in pitching stories and responding to media inquiries related to NDC Partnership activities on both global and national levels.
• Write and edit material including blog posts, op-eds, e-blasts and other compelling communications that serve to translate technical material for various audiences.
• Support the NDC Partnership’s social media strategy and channels.

**Timing**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>1 May 2020</td>
<td>Release RFP, gather responses, reply to any inquiries or questions</td>
</tr>
<tr>
<td>15 May 2020</td>
<td>Deadline for proposals</td>
</tr>
<tr>
<td>22 May 2020</td>
<td>Finalize contracting process with selected vendor</td>
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**Budget**

Individuals are requested to submit a proposal outlining their **hourly rate**. Please also indicate availability over the next eight months (can work 30 hours per week, for example).
GUIDELINES FOR PROPOSAL SUBMISSION

All proposals must be sent by **5:00 pm EDT on 15 May** in electronic format to the contact listed below:

Whitney Pierson (Mrs.)
Operations Manager
whitneypierson@ndcpartnership.org

EVALUATION AND SELECTION

Requirements

The selected vendor will be able to demonstrate capacity in similar work, particularly:

- Minimum 3 years full time relevant professional experience working in public relations, journalism or communications; a salient link to climate, environmental or international development issues strongly preferred.
- Strong production skills, including voice and audiovisual production such as podcasts.
- Proven ability to lead the planning, coordination and execution of communications products, influence strategies and audience targeting.
- Experience with communications planning, publications development, marketing, social media and other specialized communications skills.
- Strong communications skills and ability to produce materials focused on diverse external audiences.
- Experience working with reporters or members of the media

The bidder offering the best overall value will be selected. For this procurement, price and non-price aspects are considered to be of approximately equal importance.

Selection Process

No proposal development costs shall be charged to WRI / all 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/organizations/consultants, etc., choose to discontinue this RFP without obligation to such prospective vendors/organizations/consultants, etc. or make multiple awards under this RFP.