Communications Consultant - Terms of Reference

December 2021

ALNAP is recruiting an experienced communications consultant to work with our communications team for 3-6 months, to scope and initiate a range of exciting, new communications projects for ALNAP, including our brand refresh, and website redesign. The details are outlined within this Terms of Reference document.

ALNAP will review submissions on a rolling basis and may extend deadlines, if needed. The consultant contract would span between January 2022 and March 2022 as a minimum. The consultant must have 60 days available between January and the end of March 2022.

About ALNAP’s Communications
ALNAP aims to increase its impact as a network that shares learning to improve humanitarian responses, so that crisis-affected communities receive the right support at the right time.

Communicating relevant and timely learning across the sector in engaging and accessible formats is essential to improving understanding and influencing behaviours that lead to better performance.

With this in mind, ALNAP plans to increase the range and quality of its communications with its global network and the wider humanitarian sector. We will do this by:

- Raising awareness and understanding of ALNAP and its mandate
• Investing in an improved website and digital presence across social media platforms
• Working with a range of agencies to deliver high quality events and audio-visual content that inspire humanitarian practitioners and leaders to take steps to improve their performance.

Scope of this consultancy
We are seeking expressions of interest from experienced communications consultants to scope and initiate our brand refresh and website redesign projects. The consultant will also research and develop ALNAP’s approach to event management and audio-visual production including podcasts, videos and animations.

The consultant will have 60 days to scope the full range of projects and initiate priority projects (brand refresh and website redesign) with the possibility of an extension depending on communications team capacity.

Consultant tasks
Brand refresh (priority project):
1. Scope the criteria and process for refreshing ALNAP’s brand.
2. Invite fully costed proposals from creative agencies to refresh ALNAP’s brand.
3. Work with ALNAP’s communications team to assess proposals and decide which agency to work with.
4. Work with ALNAP’s operations team to agree the contract for this project.
5. Develop and begin implementing the project plan for delivering the refresh.

ALNAP website redesign (priority project):
1. Scope the criteria and process for redesigning ALNAP’s website.
2. Invite fully costed proposals from website design agencies to develop ALNAP’s new website and enhance the functionality of ALNAP’s HELP library.
3. Work with ALNAP’s communications team to assess proposals and decide which agency to work with.
4. Work with ALNAP’s operations team to agree the contract for this project.
5. Develop and begin implementing the project plan for delivering the redesign.

Event planning and management:
1. Scope criteria for the full range of ALNAP (in-person, hybrid and online) events. (Priority task)

If time permits...
2. Invite fully costed proposals from event management agencies.
3. Work with ALNAP’s communications team to assess proposals against the criteria and decide which agency to work with.
4. Work with ALNAP’s operations team to agree the contract for this project.
5. Outline the events plan for the coming year with the agency and agree ways of working.

Production of audio-visual materials including podcasts, videos & animations.
1. Scope criteria (including production quality) for the full range of ALNAP audio-visual materials. *(Priority task)*

   *If time permits...*
2. Invite fully costed proposals from audio-visual production agencies to produce podcasts, videos and animations.
3. Work with ALNAP’s communications team to assess proposals against the criteria for each audio-visual product and decide which agency to work with.
4. Work with ALNAP’s operations team to agree the contract(s) for this project.
5. Draft the ALNAP’s audio-visual production plan for the coming year and share these with the agency(ies).
6. Agree ways of working with the agency(ies).

Consultant profile
- Track record in building communications capability within global organisations
- Substantial experience of managing complex communications projects
- Experience of working with and managing quality outputs from creative communications agencies
- Excellent interpersonal skills including demonstrated ability to liaise and communicate with colleagues at all levels of seniority and from different cultures
- Ability to work to strict deadlines and under pressure
- Excellent project management skills
- Focus on delivering value for money and experience managing budgets
- Experience of scoping and delivering rebranding and website redesign projects
- Experience of planning and delivering high quality in-person, hybrid and online events to global stakeholders
- Must be fluent in written and spoken English.
- Strong presentation skills.
- Experience of working within the humanitarian sector

Role of the ALNAP secretariat
The consultant will report to ALNAP’s Head of Communications and consult and work closely with colleagues within ALNAP’s communications and operations teams to deliver their work. The consultant will also be required to present on proposals to the wider
ALNAP secretariat to ensure the team is updated and can raise any concerns or ask questions on direction of travel.

ALNAP’s communications team is a small but growing team. Experience of working in small teams would be beneficial.

**Application and selection process**
- To apply please send a short cover letter outlining your relevant experience for this consultancy position and motivation
- Your proposed daily rate
- Your availability between January and June 2022 (60 days minimum between January and March required, availability up to June preferred).
- Your CV which should include details of your relevant experience to undertake this consultancy
- Examples of rebrands, websites and audio-visual products you have produced/delivered.

Consultants will be evaluated based on:
- Previous experience building communications capability in other organisations
- Clearly demonstrated competence in project management
- Strong judgement in assessing value for money
- Strong and productive examples of working well with agencies to deliver high quality products to time and budget
- Extensive experience in delivering high quality global communications across a wide variety of channels.
- Experience of delivering rebranding projects, website redesigns, global events and audio-visual products.
- Strong interpersonal skills within and beyond the communications team
- Strong presentational skills

We encourage applications from consultants who represent the diversity within the humanitarian sector. It is anticipated that ALNAP will hold short interviews and will request samples of recent work and references for shortlisted candidates.

Applications should be submitted to Daniel Squire at d.squire@alnap.org by the deadline **Thursday 12 January 2021**. Submissions will be reviewed on a rolling basis. Only shortlisted consultants will be contacted. For additional information or inquiries, please contact Geraldine Platten at g.platten@alnap.org.