

## Terms of Reference

**Subject: Communications Consultant to draft a Communications Strategy and a Plan of Action.**

### Background

The Secretariat of the Principles for Peace Initiative is hosted at Interpeace. The Secretariat will support the international Commission to develop the Principles for Peace, in particular by ensuring a highly inclusive consultative process and ensuring that the inherent political complexities and international multilateral relations are effectively navigated in order to achieve new international informal norms for peace-making and peacebuilding.

The key organs of the initiative including the Commission and multi-stakeholder platform is composed of eminent and senior political leaders, practitioners, scholars, and civil society/youth leaders with significant experience working on international peace and security issues.

### Implementation

The Communications consultant will work under the supervision of the Head of Secretariat, Principles for Peace and in close coordination with the Global Communications Manager of Interpeace.

### Timeframe

30 working days from 15 March to 30 April 2021.

### Assignment

Interpeace is seeking proposals from communications consultants to work with the Principles for Peace Secretariat and Global Communications team to develop a robust, detailed communications strategy and a plan of action for the Principles for Peace initiative.

### Methodology

The communication strategy drafting should be linear and should feature the following steps or decision points, with each step or decision building on the next.

Step	Action	Activities
Step 1	Situational analysis	<ul style="list-style-type: none"> <li>• Mapping key strategies used (competitor analysis)</li> <li>• Stakeholder analysis</li> <li>• SWOT /SOAR</li> <li>• Analysis of trends</li> <li>• Identifying priorities and challenges</li> </ul>
Step 2	Explore /understand the	<ul style="list-style-type: none"> <li>• External Audiences</li> </ul>

	needs/expectations of the audiences	<ul style="list-style-type: none"> <li>• Partnerships: Stakeholder platform, joint communications opportunities</li> <li>• Expectations /Needs: ICIP members, Interpeace communications, strategic partners, key donors etc</li> <li>• Changing trends: peacebuilding communications landscape and similar initiatives</li> <li>• Use of technology/channels</li> </ul>
Step 3	Content/message development	<ul style="list-style-type: none"> <li>• Matching content to channels</li> <li>• Website upgrade/ new approaches</li> </ul>
Step 4	Channels	<ul style="list-style-type: none"> <li>• Identification of channels available and to be used.</li> <li>• Develop integrated channel tactics.</li> </ul>
Step 5	Planning /Assigning	<ul style="list-style-type: none"> <li>• Communications Plan of Action (Identification of possible media partnerships, communications milestones, Social Media approaches, communications campaigns )</li> <li>• Allocation of responsibilities</li> <li>• Budgeting</li> <li>• Timelines</li> </ul>

### Deliverables

- Communications Strategy following the above-described steps
- Communications Plan of Action
- The deliverables described in the timeline needs to be submitted to Interpeace in electronic form.
- Review meetings will be organized as required.

### Skills and competencies

- The selected communications consultant must demonstrate a high degree of expertise in the following areas:
  - i. Strategic communications planning with multi-stakeholder engagement for international or UN organisations
  - ii. Communications/ marketing strategy development
  - iii. Broader social media strategy
  - iv. Media engagement
  - v. Creative services including branding, graphic design, copywriting, and production

vi. Broader understanding of global initiatives ideally on peacebuilding, humanitarian or development fields

- Project understanding: The scope, goals and requirements of the project, and must be willing to work closely with diverse stakeholders.
- Completeness and specificity: The consultant should be able to deliver/ meet all facets of the project.
- Experience in developing strategic communications plans for international organizations involving multi-stakeholder engagement. Previous work with peacebuilding organizations is preferred.
- Minimum 10 years of experience of involvement in communications strategy development and or similar work engagement is expected.