

Terms of Reference

Implementing the Communications Action Plan of UNESCO's Intergovernmental Oceanographic Commission (IOC)

Objective and scope of work:

The purpose of the Request for Proposals is to hire a Communications Advisor to help the IOC Secretariat carry the pending activities needed to complete the implementation of the Communications Advisory Report. The Communications Advisor will provide practical, hands-on assistance to the IOC Senior Management and Communications Staff to complete the Action Plan issued in the Communications Advisory Report, with a mind to achieving the overall organizational objectives of the IOC, engaging effectively with relevant stakeholders, demonstrating the impact of its work and improve behaviour and perceptions where needed.

The Communications Advisor will propose a strategy for implementing most if not all pending items highlighted in the sections below, and assist as effectively as possible the IOC Secretariat in all steps of activity implementation, including the hosting of meetings and workshops, the preparation of communications materials, and the provision of expert advice.

Contractual Modality

This contract will be based on a six-month Service-Level Agreement. Proposals should detail a clear number of workdays/month in which the Communication Advisor will accomplish proposed activities. We expect most proposals to fall within a range of 6-10 workdays/month.

Background and Sources of Information:

Between January and June 2016, the IOC commissioned the production of a Communications Advisory Report and Action Plan ([IOC/EC-XLIX/Inf.2](#)) to assist the Secretariat and Member States in raising the visibility of the Commission and its intergovernmental mission. Following consultations with key IOC stakeholders, including a number of Member State representatives, members of the scientific community, IOC programme leaders, the secretariat, and other UN agencies, the Advisory Report and Action Plan was released in June 2016, and communicated to the 49th Session of the IOC Executive Board.

By June 2017, the IOC Secretariat issued a follow-up document detailing the efforts to begin implementing the activities recommended under the Advisory Report and Action Plan. Document [IOC/INF-1348](#), presented to the 29th IOC Assembly, highlighted that out of eleven (11) actions recommended by the Communications Advisory Report to the IOC Secretariat, three (3) have been completed, four (4) are in progress, and four (4) are pending implementation.

Pending elements of the IOC Communications Action Plan include:

- 1) Development of an **IOC "Media Plan"** to systematically identify the best possible stories from IOC's programmatic activities to engage mainstream media;

- 2) Development of a quarterly “**IOC e-newsletter**” aimed at providing ongoing value to its Member States and stakeholders through stories that show how its services are being utilized at the national level;
- 3) Establishment of an “**IOC Policy Brief Series**” with high profile scientists who can communicate in a highly engaging way with mainstream media and policy-makers about how to underpin ocean policy and sustainable ocean governance by the latest developments in marine science;
- 4) Development of a “**Marketing Database and Annual Surveys**” to systematically monitor and evaluate IOC’s communication activities vis-à-vis its stakeholders and key target audience, including national delegations.

The Communications Advisor will also be expected to develop and help the IOC Secretariat implement a communications plan to support IOC’s proposal to turn the years 2021-2030 into the International (UN) Decade of Ocean Science for Sustainable Development. Information on the concept of the proposed Decade of Ocean Science can be found [here](#).

Working with the IOC of UNESCO

We expect interested applicants to familiarize themselves with the mandate, mission and general activities of UNESCO’s IOC, prior to submission of proposals. Implementation of the Communication Strategy and Action Plan should be built on solid understanding of IOC’s nature and modes of work, its position in UNESCO (as an organization within an organization), its role in the UN System, and its standing among partner organizations.

The unique characteristic of IOC is that it has intergovernmental status but focuses on scientific research. A one-page brief about the mission and vision of UNESCO’s IOC can be found [here](#).

An opportunity to learn about IOC and interact with the IOC Secretariat will be arranged at the beginning of the contractual period. A second visit to IOC-UNESCO Headquarters could be arranged for presentation of deliverables and finalization based on the feedback received.

Budget

Total proposed remuneration requirements are expected to fall within a USD 30,000-40,000 budget bracket.

Procedure for submission of expression of interest

Interested providers should submit a proposal containing the following by **4 September 2017 (23:59, Central European Time)**:

- Remuneration requirements (daily rates, days of work per month on an SLA basis) and contact information,
- Examples of/references to prior work. *For independent consultants, only*: also include an updated CV.

- A draft implementation plan and timeframe describing deliverables and how the activities will be conducted.

Only complete and timely applications will be reviewed. *Only short listed proposals will be contacted.*

Please submit your proposals both to Vinicius Lindoso (v.lindoso@unesco.org) and Rejane Hervé (r.herve@unesco.org)