



Terms of Reference Communications Strategy consultant

Project	Communications strategy for the Climate Compatible Growth Programme
Assignment	Develop a communications strategy for the programme
Location	Remote
Period of Contract	To be delivered before March 28 th 2022
Open to:	Research communications specialists
Submission Deadline:	Feb 17 th 2022 9am GMT.
Submit to:	E.Wheater@lboro.ac.uk ; s.patterson1@lboro.ac.uk

Background

The Climate Compatible Growth (CCG) programme is funded by the UK's Foreign, Commonwealth and Development Office (FCDO) to support investment in sustainable energy and transport systems to meet development priorities in the Global South.

CCG provides research and global public goods. These are to help countries develop economic strategies, plans, and policies to attract investment into low-carbon growth opportunities across multiple sectors. These are to support growth aspirations and better meet the SDGs.

The programme brings together some of the UK's leading research organisations and partners them with local researchers, governments, Multinational Banks (MDBs), and International Organizations (IOs) to identify appropriate low-carbon development pathways. This includes assessing the most fit-for-purpose policy, regulatory, market models, and risk mitigation options to implement them. The programme and its partners will develop a range of open source tools, models, and datasets that will be global public goods available to all countries.

The long-term aims of CCG are closely aligned with the aims of the COP26 Energy and Transport campaigns to accelerate the low-carbon transition.

Purpose of Consultancy

To develop a communication strategy for the CCG programme

Tasks and Activities

Develop a comprehensive and evidence-based communications strategy for the CCG programme including:

- **Digital Communications:** Processes for communicating a range of material across social media and newsletters, including assessment of current and potential platforms.

- **Traditional Media:** Processes for communicating select announcements through traditional media outlets (web, print, radio, etc). This could include the creation of templates for press releases.
- **Stakeholder Engagement:** Development of stakeholder engagement strategies, particularly regarding leveraging internal and external partners to support streamlined processes for co-promotion.
- **Audience Engagement:** Assessment of current audience and strategies for increasing audience (both specialist and non-specialist) and engagement across all platforms (currently Twitter, Facebook, LinkedIn, Instagram, and Mailchimp Newsletter) to develop the programme's profile.
- **Monitoring and evaluating:** Establish protocols for effective monitoring and measurement of impact and outcomes of communications activities in to ensure future iterative improvements.
- **Platform Integration:** Consideration of how communications outputs interact with the programme's website.
- **Community of practice:** Identify the best platform and a strategy for how to create a community of practice – self-sustaining in the longer term – to foster collaboration between in-country CCG partners/affiliates/alumni. Establish processes that allow for easy-to-maintain and responsive communication paths, measurably increased community engagement, or planning and hosting events.
- **Data protection regulations:** Work with Loughborough university data protection practices to ensure information is gathered and curated according to regulations.
- **Horizon Scanning:** Undertake a horizon scanning process to see what the best platform is for integrating – as far as possible – all the above requirements.
- **Digital Spend:** CCG is also undertaken a digital spend proposal process that the consultant will be asked to provide advice on where appropriate.

Required qualification and experience

Essential

The preferred candidate will have:

- Five (5) years relevant work experience, in communication and dissemination of research information
- Prior experience of developing communication strategies for large research projects/programmes
- Excellent written and oral communication skills in English
- Proof of public liability insurance

Desirable

- Experience working on development issues
- Experience working on climate change issues

The candidate must be available to complete the assignment by the 28th of March 2022.



Application Process:

Applicants should submit a bid consisting of:

- A CV
- A covering letter outlining how their knowledge and experience meets the requirements for this assignment
- A quotation

to Lizi Wheeler (E.Wheater@lboro.ac.uk) And Simon Patterson (S.Patterson1@lboro.ac.uk) by the 17th of February 2022.