Terms of Reference
Communication Consultant for Public Campaign (part-time)
Reporting to: HQAI Head of Marketing and Communication

Specific responsibilities:

1.  **Strategic advice**
   - Develop a clear and comprehensive concept note for HQAI’s project “Public communication campaign”
   - Contribute actively to and animate strategic sessions with different stakeholders to set-up the campaign, define milestones, elaborate project and contingency plans, and test the strategy with interested parties
   - Develop a communication strategy and plan (incl. budget) for the different stages of the project; in particular contribute to the concept note for the new website focusing on the “public journey”

2.  **Content creation and copywriting**
   - Proactively contribute to messaging sessions, elaborating the right pitch for selected target audiences, simplifying the message to its essence
   - Develop content and create impactful messaging for different channels and tools, including but not limited to copywriting for the following pieces:
     - pitch for selected stakeholders, journalists/media etc to become allies
     - web (new website for public audience)
     - adverts, posters or other visuals
     - media release
     - short video scenarios
     - information for partners and allies

2.  **Other responsibilities**
   - Manage project constraints, in particular time, cost and quality
   - Communicate actively with all stakeholders and assist them with all necessary information
   - Manage data in a way that maintains integrity, security and confidentiality

3.  **Person Specifications**
   - Excellent writing skills and outstanding command of the English language
   - Past experience with standards and quality assurance mechanisms in the development and humanitarian sector
   - Self-reliant, creative and open-minded
• Excellent problem-solving skills with attention to details.
• Team player with good interpersonal and organisational skills.
• Good communication skills, flexible, experience in dealing with different cultures.
• Strong dedication towards supporting HQAI’s mission and partner organisations.

4. Education, Qualifications and Experience
• University level in journalism, communication, creative writing or other relevant area
• At least 4 years experience in managing communication projects
• Solid knowledge of the humanitarian and development sector

5. Preliminary timeline

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<th>Q1 2020</th>
<th>Q2 2020</th>
<th>Q3 2020</th>
<th>Q4 2020</th>
<th>2021</th>
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<tbody>
<tr>
<td>Strategy</td>
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<td>Content, partnerships, testing strategy</td>
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6. Application
Please respond before February 15, 2020 in writing to communication@hqai.org with a first offer including expected number of days, fees and why you would be the right partner for this project.