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Communications & Media Consultant

Part-time consultancy (flexible hours, as per project needs)

Remote / work-from-home

Consultancy fee: USD 7,500

Duration of agreement: 6 months (from October 2024 to March 2025).

Purpose: To strengthen the global impact of the Support. Don't Punish campaign by developing a comprehensive communications strategy (covering social and legacy media), updating and compiling key resources, and enhancing media engagement through targeted workshops and materials.

Background

The International Drug Policy Consortium (IDPC) is a global network that works collectively to promote person-centred, rights-affirming drug policies at the national, regional and international levels. Our network comprises 196 members in 75 countries and employs a small Secretariat team based in the United Kingdom, Ghana, the Netherlands, and Thailand.

IDPC hosts [Support. Don't Punish](#), a global, decentralised and grassroots-centred campaign building sustainable alternatives to the 'war on drugs.' For the last 12 years, the campaign has resourced hundreds of local partners at the vanguard of transformative change in over 120 countries to organise thousands of actions that advance harm reduction and drug policy reform. The campaign provides a shared identity that unites campaigners from all corners of the world as they develop their communities' mobilisation capacity, open dialogue with policymakers, and transform narratives through media and public engagement.

Following recommendations from an insightful and validating lifetime evaluation of the campaign produced last year, we are seeking a passionate, versatile and skilled **Communications and Media Consultant** to develop strategic activities and resources that will benefit our global movement's reach and impact. This role is ideal for a communications professional who is committed to social justice, experienced in working with and delivering training for people across diverse backgrounds and expertise levels, and knowledgeable about the strengths and constraints faced by smaller advocacy groups.

Key responsibilities

- **Development of the campaign's communications strategy** in consultation with IDPC staff with input from the campaign's Leadership Network; preceded by stock-taking on existing channels, resources and capacities; and adaptable to changes thereof. Particular attention will be given to media engagement preparations for the campaign's 2025 Global Day of Action, for which the consultant is expected to draft a media pitch and identify likely prospects.
- **Production of a Communications Guide**, updating the existing one to align with the communications strategy and respond to campaigners' needs. The consultant will also collaborate with IDPC staff to commission the Guide's design, illustration, and translation.
- **Organisation and delivery of two online workshops on communications and media engagement**, expected to take place in a 2x half-day format and including on-demand follow-up in the shape of one-off advice for participants and campaigners (capped on a *first-come-first-served* basis).

In the realisation of the above, the consultant will pay due regard to the campaign's monitoring, evaluation and learning (MEL) framework, and embed MEL tools in the work as relevant – for example, implementing a pre- and post-workshop survey to assess progress toward learning goals.

Terms and timeframe

This consultancy will take place over a six-month period, from October 2024 to March 2025.

The total fee for the consultancy is US\$ 7,500 and will be paid in two tranches upon submission of an invoice. The first tranche (50%) will be paid upon signature of the consultancy contract, while the second one (50%) will be paid at the end of the contract following the successful completion of the consultancy's terms.

We envisage the following timeframe for the delivery of the different strands of this work:

- **Strategy & Guide:** To be completed by December 2024.
- **Workshops:** To be delivered by January 2025.
- **Ad-hoc feedback:** Throughout the duration of the contract (capped hours).

Person specifications

- Demonstrable experience in the development of communication strategies and/or related guidance, particularly in advocacy or nonprofit sectors.
- Proven track record in engaging with the media, developing compelling pitches and releases to secure coverage.
- Strong writing and content development skills, with the ability to convey complex information clearly and persuasively.
- Experience in delivering workshops or training sessions.
- Ability to work as part of a team and independently, managing competing tasks and deadlines.
- Awareness of, and interest in, drug policy reform and harm reduction and / or related fields (ex. feminist movements, racial justice, LGBTQI+ liberation, sex workers' liberation, etc.).

- Excellent knowledge of social media (particularly Instagram, Facebook and Twitter).
- Outstanding oral and written fluency in English. Additional languages, in particular Spanish and French, are highly desirable.
- Excellent interpersonal skills and ability to communicate effectively with a wide range of audiences.
- Strong IT skills, including knowledge of MS Office. Working knowledge of design software (ex. Adobe suite) is desirable.

Application process

To apply for this Communications & Media Consultancy, please send the following documentation to Juan Fernández Ochoa (IDPC Campaigns & Communications Officer) at jfernandez@idpc.net (including 'Communications & Media Consultant' in the subject line of your email) **by Friday, 13 September 2024:**

- An **updated CV**.
- Relevant **sample documentation and/or portfolio** (attached or linked).
- A **cover letter** (max. 2 pages) detailing how your experience qualifies you to lead on the activities described above and briefly outlining a roadmap to complete them (including key milestones and methodologies).

Shortlisted applicants will be invited to attend an interview on the week of 23 - 27 September 2024, which will include a short writing task.

The selected candidate will be contacted by 30 September 2024.

Applications received after the closing date and incomplete applications will not be considered.

We are a small team, and we receive a large volume of applications, which is why we will not be able to provide feedback on applications that are not shortlisted.

IDPC implements an equal opportunity policy and values diversity and inclusion. We encourage applications from all qualified candidates, regardless of ethnicity, gender identity, age, religion, disability, class, HIV status, or sexual orientation.