



## **IDPC COMMUNICATIONS CONSULTANT**

### **TERMS OF REFERENCE**

**DECEMBER 2012**

The International Drug Policy Consortium (IDPC) is seeking a Communications Consultant to help shape its media, social media and campaigns work for the coming year.

#### **Background**

IDPC is a global network of more than 90 civil society organisations and networks that specialise in issues related to the production and use of controlled drugs. It aims to promote objective and open debate on drug policies at the national, regional and international levels, and supports evidence-based policies that are effective in reducing drug-related harm.

To date our communications work has been done in-house within existing staff capacity and this has served us adequately. However in 2013, we will be leading on a global campaign and we are also seeking to bring more media visibility to our advocacy work including our large publications programme.

For more information, please visit <http://idpc.net>.

#### **Objectives**

Working directly to the Senior Policy and Operations Manager, the Consultant will be responsible for the following objectives during this time:

- Design and develop a comprehensive media engagement strategy for the organisation, which takes into account its goals, activities, capacities and membership.
- Oversee a consultation process whereby IDPC members and partners will feedback on the new media engagement strategy.
- Oversee the design and delivery of an international advocacy campaign entitled "Support. Don't Punish", which aims to promote drug policies based on public health and social reintegration, rather than criminal sanctions and incarceration.
- Build media and communications capacity within the IDPC Secretariat, thereby ensuring the effective delivery of the organisation's new media engagement strategy.
- Advise IDPC management on key media opportunities that arise, and guide on appropriate strategies to be taken.
- Support the recruitment process for a new communications-based staff position within the Secretariat.



### **Expected outputs**

1. IDPC media engagement strategy finalised.
2. International advocacy campaign successfully launched, and impact monitored.
3. IDPC media and communications capacity enhanced.

### **Qualifications and skills**

- Relevant graduate or postgraduate qualification, preferably in journalism, media or communications.
- Track record of developing media strategies and supporting organisations with similar needs to those of IDPC.
- Demonstrable knowledge and understanding of, and passion for, drug policy debate and reform issues.
- Experience of work with international networks and NGOs, and with international media and advocacy campaigns.
- Relevant campaigning experience utilising media, social media and other mechanisms.
- Several years' experience in managing communications or public relations work, with a demonstrable track record of working on one's own initiative and achieving results.
- Ability to analyse, plan and communicate effectively, including the ability to encourage and utilise constructive feedback and manage projects.
- Fluency in English, with any other languages considered as an important asset.
- High-level computer and IT literacy.
- Excellent inter-personal skills and the ability to work well as part of a small, motivated team.
- Availability and relevant permissions to work in London for the entire consultancy period.

### **Terms of consultancy**

There is one consultancy opportunity available, contracted for a total of 20 days in London. There is also a possibility of extension based on satisfactory performance and available funding.

### **Application process**

Interested individuals should submit a cover letter and CV (in English) to [contact@idpc.net](mailto:contact@idpc.net) by 6th January 2012, with "IDPC COMMUNICATIONS CONSULTANT" in the subject heading. The cover letter should confirm that the individual is available and able to work in the UK for the duration of this contract, should contain details of 2 referees (ideally previous employees or organisations for which previous consultancies have been completed), and should clearly state the requested consultancy rate per day (in GB£).