

Terms of Reference

Diakonia Communication Consultancy 2020

Overview

As part of the development of Diakonia's global communication work and strategies, Diakonia is commissioning any extensive consultancy to assess organisational communication needs, capacity, and develop a comprehensive action plan.

This procurement is done through a direct invitation and is handled by an assessment team at Diakonia. Tenderers will be judged based on:

- Diakonia's assessment of the relevance of the proposal based on Diakonia's objectives
- The client's relevant skills and experience
- The client's capacity to take on both sections of the Assignment.

Questions can be asked via email to the contact person.

Contact person for Assignment 1: Stephen Wilkinson, stephen.wilkinson@diakonia.se.

Contact person for Assignment 2: Julia Gerestrand, julia.gerestrand@diakonia.se.

Due to summer vacation in Sweden, the response may be delayed.

Diakonia reserves the right not to accept any of the tenders. Diakonia is not covered by the Public Procurement Act. This means that it is not possible to appeal the decision and that Diakonia is not required to openly report the tender documentation after the tender has been completed.

Assignment

The Assignment is composed of two sections, the first relates to the unique International Humanitarian Law Centre, and the second extends to institution wide needs. The first assignment is expected to be a deeper analysis of one specific niche program, and the second assignment a broader analysis of the institution.

Assignment 1: International Humanitarian Law Centre

Diakonia established its new Global International Humanitarian Law Resource Desk Program in 2017, comprising of three contexts desks, working in Lebanon, Mali, and Israel/Palestine.

The program engages with a wide range of actors, including students, politicians, humanitarian workers, human rights organisation, and governmental bodies. The work of the centre consists of capacity building, research, and targeted advocacy.

The program, recently rebranded as the Diakonia IHL Centre, needs to assess the specific communication needs of this self-implementing legal program more deeply, and based on that assessment develop an appropriate communication strategy.

- A. Conduct an in-depth assessment, including staff interviews and desk review, of existing communication approaches, products, and needs.

- B. Create a draft communication strategy for the program, aligned with Diakonia communication policies and guidelines.
- C. Provide an assessment and action plan for how to best utilise the Diakonia website, as well as new proposed website, to promote the work of the Centre.
- D. Provide a recommendation of suitable communication channels.
- E. Provide a recommendation of which templates for training materials, briefs, and reports etc. are needed.

Assignment 2: Diakonia

As part of the development of Diakonia's global communication work and strategies, Diakonia is commissioning any extensive consultancy to assess organisational communication needs, capacity, and develop a comprehensive action plan.

- A. Assess the current communication work within the organization (except Head Office) today. Who (which roles) carries out this work? What is the perceived purpose of this work? To what extent are there strategies or plans? Describe which tools are available and to what extent they are used. Describe how support regarding communication is sought and provided.
- B. Describe the skillset/knowledge and resources required for this role.
- C. Do the persons doing this work have the correct know-how, time, and resources to carry out this? Identify gaps and deficiencies and formulate opportunities for improvements (currently not addressed in other Diakonia steering documents).
- D. Provide recommendations of which communication guidelines should be extended to include partners.
- E. Develop a comprehensive action plan for the Senior Management Team.

Timeline and organization

Assignment 1: The consultant will report to a steering group composed of:

- Helena Lind, Communication and Fundraising Director
- Cecilia Ängelid, Interim International Director
- Stephen Wilkinson, IHL Program Manager

The work is expected to start in August 2020 and be completed by the latest by October 2020.

Assignment 2: The consultant will report to a steering group composed of:

- Helena Lind, Communication and Fundraising Director
- Julia Gerestrand, Communication Officer

The work is expected to start in October 2020 and be completed by the latest by December 2020.

Your proposal

Diakonia wants suppliers in its tender to follow the structure below. This is to enable a fair comparison between different suppliers' bids. The intention is for Diakonia to be able to choose the solution and supplier that provides the overall best solution for Diakonia from

both an economic and functional perspective. The response should clearly clarify any assumptions made.

- Please describe your overall proposal for assignments 1 and 2 above. Give an overall account of your proposal for process/workflow.
- Briefly describe your business; brief history, ownership, experience, examples of customers, certifications, etc. What experience you have of similar assignments (max two) performed for, for example, development cooperation or fundraising organizations. Describe what this (these) assignments included, what your work consisted of and what the assignment resulted in.
- Diakonia wants the tenderer to briefly describe how to quality assure his/her assignments.
- Also describe any dependencies on third-party vendors, partnerships/relationships.
- Describe what principles you apply for pricing and billing, as well as routines regarding debiting and payment.

Please send your response, including any attachments, by e-mail to Stephen Wilkinson, stephen.wilkinson@diakonia.se, by August 12. We intend to sign a contract in August to start the contract period in September 2020.