Request for Proposals

Digital Communications Consultancy

NOVEMBER 2022

The Institute for Human Rights and Business (IHRB) seeks a consultant to develop compelling digital communications products for its “Dignity by Design” programme. We envisage that the deliverables will require 2-3 days of work a week for three months, starting in early January 2022.

The communications consultant will work closely with IHRB’s Built Environment team as well as IHRB’s Communications Coordinator.

PROJECT OVERVIEW

IHRB’s Dignity by Design programme works with partners to advance action on human rights and climate change throughout the six stages of the built environment lifecycle: Land; Planning and Finance; Design; Construction; Management & use; and Demolition / Redevelopment.

Grounded in the Framework for Dignity in the Built Environment (“DxD Framework”), the programme harnesses four core strategies:

- Community-building with key partners globally to advance a shared agenda and leadership for human rights and a just transition in the built environment
- Policy-advocacy to scale ambitious action by national and city-level governments, finance, and industry
- Project-level implementation to inspire and guide organisations putting human rights into practice in specific building and infrastructure projects
- Action research and education, including through the global research, narrative, and advocacy project “Building for Today and for the Future”

The programme is poised for a step-change in its reach, audience, engagement and impact.
DELIVERABLES

1. **Social media communications**: Create compelling posts (averaging four a week) for LinkedIn and Twitter, harnessing new and also existing programme materials*

2. **Line up an ongoing social media campaign** with approximately 25 content items for sharing over the six months following this consultancy, with some tied to specific external events

3. **Video editing and production**: Produce up to six short video clips to help bring the Framework for Dignity in the Built Environment and the programme content to an influential audience of policy-makers, finance and industry. These videos may utilize a combination of: speakers/interviewees, pre-existing and new animation segments about the Dignity by Design Framework; compelling photography and visuals.

4. **Document layout and design**: Layout programme outputs, including policy recommendations and short reports, using InDesign and Canva

5. **Recommendations for a dynamic web platform**: Provide your initial recommendations on key considerations and approaches IHRB should consider in transforming the Dignity by Design Framework into a dynamic web platform to expand its reach and adaptability to different contexts

*Illustrative examples of existing materials include:

- **10 community-led and participatory approaches** to climate action in the built environment;
- **Policy recommendations** for governments and investors on building decarbonisation and human rights
- **Perspectives** on advancing a just transition in the built environment
- A story about a human rights and urban planning process in [Cartagena, Colombia](http://www.ihrb.org)
REQUIREMENTS, EXPERIENCE, AND QUALIFICATIONS

Essential
- Strong proven digital media skills, including social media and video editing
- Graphic design skills (including use of InDesign, Canva)
- Clear copy-writing
- Strong team-worker, including in virtual teams
- UX experience

Desirable
- Understanding of the built environment ecosystem, including urban planning, finance, architecture, construction and engineering
- Commitment to human rights

Location requirements: Anywhere in the World, with reliable internet connectivity

HOW TO APPLY

Interested parties are invited to submit a proposal (not to exceed five pages in total) incorporating:

- Cover letter outlining your suitability and motivation for this role
- Portfolio with examples of similar work
- CV
- Proposed fixed fee or day rate, with approximate number of days (including VAT if applicable)
- Names and contact details for two references (only to be contacted on request)

Please send proposals to: Denise Derbyshire at recruitment@ihrb.org with “Digital Communications Consultant – Built Environment” in the subject line by the end of the day on December 15th. Please also state where you saw the vacancy advertised. A consultancy offer will be subject to at least two satisfactory references for the successful candidate.

IHRB will review and benchmark proposed fees against its established ranges for non-profit communications expertise.

Shortlisted candidates will be invited to interview by the end of the day on December 16th. Interviews will take place via Zoom on 19th, 20th, or 21st December for a January start date. Please indicate any days that you will not be available during that time. Shortlisted candidates will be invited to a 45-minute interview and will complete a 30-minute communications assignment.

Submissions will be held on file for 6 months after the end of the recruitment process.
ABOUT IHRB

Founded in 2009, the Institute for Human Rights and Business (IHRB) is the leading international think tank on business and human rights. IHRB’s mission is to shape policy, advance practice, and strengthen accountability in order to make respect for human rights part of everyday business. IHRB seeks to embed international business and human rights standards within responsible business practice in a wide range of countries and industry sectors, working with government, business and civil society. IHRB’s Built Environment programme was initiated in 2019. Closely related programmes include those on Just Transitions and Migrant Workers. IHRB is registered in the UK and has founded a charitable foundation in Denmark called IHRB Nordic, and has established a number of now free-standing organisations, in Myanmar, Colombia, and the global Centre for Sport and Human Rights.

Further reading:

- Dignity by Design: Human Rights and the Built Environment Lifecycle
- Better Building(s): Financing Human Rights-based Decarbonisation in Europe
- Additional materials from the built environment programme