



## TERMS OF REFERENCE

### COMMUNICATIONS ADVISORY SERVICES (SHORT-TERM CONSULTANCY)

#### Options Paper: SHARE Network website & online communications

*Terms of Reference for consultancy services to support the SHARE Network to redevelop its web and online presence and take a strategic approach to online communications.*

<b>Location:</b>	Home-based.
<b>Type of contract:</b>	Consultancy service agreement.
<b>Duration of contract:</b>	28 days.
<b>Estimated start date:</b>	29 March 2021.
<b>Estimated end date:</b>	26 April 2021.
<b>Closing date:</b>	22 March 2021.

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Established in March 2012 and led by the International Catholic Migration Commission (ICMC) Europe (an NGO based in Brussels), the SHARE Network is a platform for local and regional actors working on refugee and migrant protection, welcome, integration and inclusion. To date, SHARE has engaged over 4,000 actors in 22 European countries in a programme of advocacy and community engagement, training, capacity-building, , best practice exchange and mutual learning, produced tools and resources, piloted small integration actions and conducted targeted research.

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### 1. Background

Since its establishment in early 2012, the SHARE Network website has been housed at [www.resettlement.eu](http://www.resettlement.eu), a joint SHARE Network-European Resettlement Network (ERN) website dedicated to the work of both platforms on resettlement and complementary pathways of admission for refugees. The site targets a relatively specialised although quite diverse audience, and traffic to the website has to date been fairly modest.

In 2021, to reflect both the growth of SHARE and the broadening of the network's activities and priorities, ICMC Europe seeks a consultant to support explore options and costs, and plan for a redevelopment of the SHARE Network website. The new website would be housed under its own unique domain, while ensuring links to the ERN community of subscribers and online access to an archive of ERN resources. The website in particular requires a content management system that is flexible and easily manageable, which can be updated and amended in-house by ICMC Europe communications staff, and by staff members from ICMC Europe's European partners.



The consultant would also develop options for a renewed, strategic approach to SHARE Network online communications, including subscriptions, website analytics, email marketing/communication, social media and video hosting, communication with donors.

## 2. Description of the assignment

<p><b>2.1 Objective</b></p>	<p>The objective of the proposal is to support ICMC Europe to explore options and costs, and plan for:</p> <ul style="list-style-type: none"> <li>• The redevelopment of the SHARE Network website in summer 2021.</li> <li>• A renewed, strategic approach to SHARE Network online communications.</li> </ul>
<p><b>2.2 Requested services</b></p>	<p>The consultant will:</p> <ul style="list-style-type: none"> <li>• Produce a vision for a redeveloped/new SHARE Network website.</li> <li>• Provide (fully costed) options for a redeveloped/new SHARE Network website.</li> <li>• Support internal ICMC Europe planning for a redeveloped/new SHARE Network website to be in place by end summer 2021.</li> <li>• Assist ICMC Europe in planning communications for SHARE Network content (updates, resources, network outreach, events and activities) on the website and across social media and other channels.</li> </ul>
<p><b>2.3 Deliverables</b></p>	<p>The consultant will provide ICMC Europe with the following deliverables in English:</p> <p><b>A. 1 x 1.5-hour online consultation workshop</b> with ICMC Europe staff (to gather data and feedback).</p> <p><b>B. 1 x 4-page SHARE Network website 'visioning document'</b>, including a SWOT analysis of the current website, feedback from ICMC Europe staff, internal ICMC Europe data (website and other analytics) and websites of similar platforms/networks, and including:</p> <ul style="list-style-type: none"> <li>- Required functionality (external users).</li> <li>- Functionality of content management system (ICMC Europe staff and external partners).</li> <li>- Design/appearance.</li> <li>- Overall content structure (existing and new SHARE and ERN content).</li> <li>- Integration of external platforms/tools/media (eg: email marketing, Twitter, LinkedIn, surveys etc)</li> <li>- Domain name change.</li> </ul> <p><b>C. Maximum 10-page website options paper</b>, setting out:</p> <ul style="list-style-type: none"> <li>- Fully costed options for a) a redeveloped/new SHARE Network website using a budget scenario provided by ICMC Europe (including but not limited to domain name change, content</li> </ul>



	<p>migration, design/developer input, SEO input, subscriptions to associated external platforms, staff training requirements).</p> <ul style="list-style-type: none"> <li>- Consultant's assessment of that the (dis)advantages of the options presented (cost-effectiveness, planning, extent to which each achieves the agreed vision etc).</li> <li>- Consultant's recommendations for the (re)development of the SHARE Network website.</li> </ul>
<b>2.4 Location &amp; duration</b>	<p>The assignment is <b>home-based within the EU</b>, with a maximum duration of 28 days.</p> <p>The assignment has an anticipated start date of 29 March 2021.</p>
<b>2.5 Budget</b>	<p>The assignment has a maximum budget of €2,500, inclusive of IVA/VAT.</p>

### 3. Required skills & qualifications

#### Experience:

- 4+ years experience working on website development and management and online communication strategies in an EU policy context.
- Strong track record of project managing website development for civil society organisations and networks.
- Experience of developing and implementing successful web communication strategies and campaigns for civil society organisations and networks.

#### Skills:

- Excellent writing and analytical skills.
- Demonstrable expertise in project management (short-term assignments an advantage).
- Technical expertise for website development (web hosting, domains, information architecture, social media and online marketing platform integration, SEO, content management, analytics).
- Technical expertise for online communications/marketing and network coordination (email marketing platforms, social media, event administration tools/platforms).
- Solid understanding of how to effectively identify and communicate with target audiences online.

#### Language requirements

- Fluent English (other EU languages are an advantage).

### 4. How to apply

This assignment is open to companies, associations and individuals with a strong track record in working for the not for profit sector. To apply, please send the following documents to Marika Carlucci at ICMC Europe ([carlucci@icmc.net](mailto:carlucci@icmc.net)) using 'SHARE Communications Advisory Services' in the email subject line:

- Short letter of motivation letter (maximum 1 x A4 page).



- 2 short letters of reference.
- Overview of past similar assignments.
- Technical proposal outlining the methodology you will use to achieve the deliverables outlined in these Terms of Reference (maximum 3 x A4 pages).
- Financial proposal for completion of the work outlined in these Terms of Reference.

Applications must be submitted in English by **midday (12h) on 22 March 2021**. ICMC Europe will assess applications on a rolling basis.