

Objectives

CEE Bankwatch Network is looking for a consultant to help develop a strategic communications plan for its priority campaigns in 2016 and 2017. As an integral part of these priority campaigns, the communications strategy will help Bankwatch in achieving the objectives of its five year strategic plan for the period 2016-2020, which is currently nearing finalisation.

Background

Bankwatch works on a diverse range of issues and campaigns, making planning of a communications strategy for the organisation as a whole particularly challenging. Bankwatch is an international network with 16 member groups in 14 different countries, and its target audiences and strategic priorities from a communications perspective are centred on the European, regional and international levels, whereas its members focus primarily on national audiences and issues. Accordingly, targeting appropriate audiences with impactful messages requires a variegated approach.

The resources of the communications team are limited to just three staff 1. a press officer with responsibility for 'traditional' media outreach to journalists and providing organisational support with media skills development, 2. a web editor responsible for outreach through the organisation's website and other online projects and 3. a media coordinator who maintains an overview of team responsibilities and development and provides support for publications, social and multimedia and editing.

Bankwatch last reviewed its communications work in 2010 (the results of which are available on request) and identified three priorities to improve the effectiveness of its communications work:

1. Prioritise campaigns to have more impact
2. Better integrate its national and international level outreach
3. Improve the consistency of Bankwatch's identity and messaging, with appropriate follow-up

Deliverables

With due consideration for the above, the consultant will help the Bankwatch communications team develop a two-year strategic communications plan for selected campaigns, which should include features such as an identification of key audiences, the formulation of targeted messages for each and devising time-bound activities for effective communications interventions.

The consultant will work closely with the Bankwatch communications team, with guidance from members of the management responsible for campaigns and relevant policy and national coordinators for the specified campaigns.

Remuneration and how to apply

The consultant should provide a detailed breakdown of all their estimated costs. Please note that Bankwatch is not VAT registered. Interested candidates, please send an email to david.hoffman@bankwatch.org with a short summary (one-two pages) of your approach to the project, along with CV outline similar projects.

Timings

- application closing date: **October 1**;
- start date: **October 12**;
- duration: **6 weeks**;
- location: **remote**