

INVITATION TO TENDER FOR:

REVIEWING CEE BANKWATCH NETWORK'S APPROACH TO MEDIA WORK, AND PROVIDING RECOMMENDATIONS THAT WILL UNDERPIN A NEW MEDIA STRATEGY FOR THE NETWORK

OBJECTIVE AND REQUIREMENTS OF THE PROJECT

Objective

The purpose of reviewing Bankwatch's approach to media work is to ascertain what the organisation is doing well in our current media work (and why), what we are not doing so well (and why), and to assess the opportunities for optimising our media outreach, and thus widely communicating our campaign and policy messages, in a dynamically changing media environment.

A new media strategy for Bankwatch would develop from such a diagnosis, one that conforms with the wishes of Bankwatch members (who would be consulted within the review process), with the time and financial resources of the Bankwatch media team (who would be the central point of contact for the consultants), and that would also pay attention to such issues as the strengthening of Bankwatch's public identity.

Among other considerations deemed necessary for this review is:

- how can the Bankwatch media team optimise the delivery of information (primarily relevant news content) that aids the network in its day-to-day work?

Budget

The indicative budget available for this consultancy is **EUR 6000**. This figure, which is secured funding, falls under a project sponsored by the European Commission's Directorate General for Development. The stated budget ceiling can not be exceeded.

Timescale

The consultations will commence in Autumn 2009, with a view to concluding the project by the end of 2009.

Consultant requirements

We are looking to engage with a consultancy that can meet the following criteria:

1. specialisation in strategic communications for social change
2. good overall knowledge of contemporary media landscape, including online and print
3. understanding of what makes EU financial and environmental media and journalists tick (either through experience in PR or as a press officer)
4. experience advising non-profit organisations, ideally with some previous experience or engagement with central and eastern European NGOs
5. proven track record in terms of having helped increase the media coverage of a relevant organisation
6. good ability to present and extract information.

Further information about this consultancy work – including terms of reference – is available by writing to: press@bankwatch.org