

Consultant for communications work linked to ENNHRI's Council of Europe baseline study

Terms Of Reference

Submission deadline: 19 March, 23:59 CET

Summary

The European Network of National Human Rights Institutions (ENNHRI) seeks an external consultant to support with diverse communications work for its upcoming baseline study on the Council of Europe NHRI Recommendation. This major piece of work requires both web (WordPress) and graphic design expertise.

Background

The [European Network of National Human Rights Institutions](#) (ENNHRI) brings together over 40 [National Human Rights Institutions](#) (NHRIs) across wider Europe. ENNHRI's goal is to enhance the promotion and protection of human rights and rule of law in the region, via a platform for collaboration and solidarity for NHRIs.

ENNHRI's first [strategic priority](#) is to support the existence of more and stronger NHRIs across Europe. In this area, ENNHRI works to strength and implement European NHRI standards. In March 2021, the Council of Europe passed its [Recommendation](#) on the development and strengthening of effective, pluralist and independent NHRIs. Directed at state authorities, the Recommendation put in place the European golden standards on NHRIs.

ENNHRI is compiling a baseline report of the Recommendation's implementation in all 46 Council of Europe Members States. The report and all related materials will be launched in late May 2023. ENNHRI is now seeking a consultant to support diverse communications activities linked to this major piece of work.

Objectives of work

- Based on the compiled baseline report develop materials that:
 - set out clearly the cross-regional overview and its findings on the given topic and give inspiration on how to address country-specific challenges;
 - provide an overview of the national level situation and drive positive change by providing good practices and key recommendations.
 - serve as an advocacy instrument at the Council of Europe on how to bring about more meaningful NHRI participation (for the benefit of human rights, democracy and the rule of law in Council of Europe Member States).
- Convey the information within these materials in an easy-to-understand, attractive, and accessible manner in a variety of mediums - primarily (PDF) reports and online.

Role of the consultant

Consultancy tasks, in close cooperation with ENNHRI's Communications Officer (Richard Adams), and other ENNHRI staff where relevant, may include:

- Create a web resource/series of webpage(s) showcasing the key findings and results from the report(s) and host all relevant materials, namely the materials mentioned in the bullet points below.
- Layout of the regional report and executive summary (in Microsoft Word and/or InDesign).
- Layout of country reports (in Microsoft Word).
- The creation of summary/promotional material(s) for regional findings and/or the overall topic.

All materials should be designed with ENNHRI's brand identity and inclusive and accessible design in mind – for instance referring to relevant [web accessibility standards](#).

Deliverables

- Web resource/page(s) showing key report results and hosting all relevant results material.
 - This will be created using WordPress in the ENNHRI Content Management System and may entail use of the WordPress Knowledge Base plug-in.
- The following laid out documents:
 - (Cross-)regional report in Word (and, depending on capacity, InDesign).
 - Executive summary in Word (and, depending on capacity, InDesign).
 - Country reports (with Microsoft Word): 49 in total – each 10-15 pages. ENNHRI will provide the final content and template for insertion for their layout.

- Depending on capacity, summary and promotional materials linked to report findings and/or overall topic, e.g. infographic/summary of regional findings.

The exact scope of these deliverables and the form they would take will be defined together by the consultant and the ENNHRI team.

Timeline

Work would begin as soon as possible following agreement of a contract, with all agreed deliverables to be completed by 23 May 2023. See an initial suggested timeline for work required:

- ASAP – concept of landing and indicative results page(s) drafts
- From 1 April – begin layout of country reports
- 11 April – next landing and indicative results page(s) draft
- 24 April – initial concept - summary infographic for findings
- 1 May – testing of (sample) online page(s)
- 8 May – InDesign layout of executive summary
- 17-19 May – final checks and testing of online products/materials
- 19 May – all final products ready and sent for printing (if needed)

The layout of individual country reports will be a continuous task following reception of the template from ENNHRI and the content of country reports being finalised. The consultant is also invited to suggest an alternative timeline should they wish.

Qualifications

- Proven expertise and skills in:
 - Creating webpages on a WordPress Content Management System, and use of its Knowledge Base plugin
 - Graphic design - InDesign or similar.
 - Laying out information in Microsoft Word using provided templates with styling and tabular elements.
- The ability to condense and present complex information in an attractive, accessible and easily understandable manner.
- Excellent English skills.
- Communications experience with organisations in the field of human rights (in Europe).

Your proposal and its submission

The proposal should include:

- Updated CV;
- Proposed methodology for the completion of and how you will conduct the work;
- A proposed budget (up to maximum 6,000 Euros) based on the completion of deliverables OR your proposed day rate for the work and the estimated days for completion;
- References to relevant previous graphic design and web work, e.g. your portfolio.

The proposal should be submitted via email to Richard Adams, ENNHRI's Communications Officer - richard.adams@ennhri.org by 19 March 2023, 23:59 CET.

The email subject line should read *ENNHRI Consultancy – Council of Europe communications work*. Applicants will be hear about the result of their application as soon as possible after the deadline.

Selection Criteria

The successful proposal will be selected based on the following criteria:

- Communications expertise (web and graphic design), evidencing this with previous work.
- An ability to condense complex and dense information and present it in an accessible and easily understandable manner.
- Availability to dedicate themselves to a relatively large project, starting as soon as possible.
- Level of previous experience working in human rights communications.
- Cost efficiency and organisational approach.

Further information and questions

If you have these, please contact Richard Adams, ENNHRI's Communications Officer - richard.adams@ennhri.org

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