

Rosa Luxemburg Stiftung South Asia

Terms of Reference for communications consultancy

About Rosa-Luxemburg-Stiftung

The Rosa-Luxemburg-Stiftung (RLS) is a German political foundation that is part of the democratic socialist movement. True to the legacy of its namesake Rosa Luxemburg (1871-1919), it stands in solidarity with the workers' and women's rights movements. The organization serves as a forum for debate and critical thinking about political alternatives, as well as a research centre for social development. The RLS has close ties to the German party DIE LINKE.

RLS provides political education and a centre for advanced social research in both Germany and throughout the world. RLS is one of six party-affiliated political foundations in Germany; it supports partners in over 80 countries striving for social justice, strengthening public participation, and social-ecological development.

The RLS has been accompanying political, socio-economic, and social developments in South Asia since 2004 and opened a regional office in the Indian capital New Delhi in 2010 (<https://www.rosalux.in>). South Asia is a region of intense social contrasts. The gap between rich and poor is enormous. The right to democratic participation guaranteed in the constitutions of the programme countries are undermined by distorting social factors such as corruption, a lack of legal security, the oppression of women and girls, discrimination against minorities, social injustices and the political tensions that often arise as a result. In the current funding period, the regional office in New Delhi is overseeing projects in India, Nepal, Sri Lanka, and Bangladesh. The main focus of our activities is on India, due to its importance and size in South Asia.

The office's work on the programme involves issues such as agriculture, food sovereignty, working conditions (with a particular focus on labour migration), as well as gender justice and discrimination against social groups.

Rosa Luxemburg Stiftung, India Liaison Office, New Delhi (hereafter referred as RLS) invites proposal from experienced Individuals / Organisations to strategize, plan, execute, evaluate their external communications efforts by following a strategic communications plan to promote its values and enhance the overall brand presence of RLS in South Asia particularly in India and also Internationally.

Consultancy Concept

The Communication Consultancy will handle the external/public communication of Rosa Luxemburg Stiftung South Asia (RLS). S/he will create content and reach out over different channels to the followers and target groups of RLS. S/he will be responsible for Online Media Channels, as well as Mailing lists and other Communication Material. S/he will thereby also support the partner organizations of RLS in the

countries of India, Nepal, Sri Lanka, Bangladesh in their goal for a socially and ecologically just, sustainable, participatory, and democratic society.

S/he will be in charge of increasing communications impact across the region, coming up with good ideas, activities, materials, and initiatives in support of the campaigns, contributing to the development of capacity building initiatives, contributing to ensure the unified message within the region. To accomplish these goals, this position will be working with the project management and office management teams and partners to coordinate communications efforts and high-quality content from the region, including but not limited to (social) media, offline events, video, photography, and case studies. This position reports directly to the director of RLS.

Responsibilities and Tasks

1. Public and Media Relations:

- Manage the RLS South Asia's online media channels such as Website, Facebook, Instagram, and Twitter;
- Build up a Mailing List and send regular updates to all subscribers;
- Assist with the development of media materials including press releases, backgrounders; speaking notes, briefing documents; outreach to media in India, Nepal, Sri Lanka, Bangladesh, inquiries and other support;
- Maintain media contact list; identify opportunities for engagement;
- Support the maintenance of the editorial calendar; identify opportunities for engagements in South Asia and beyond;
- Provide support for internally and externally-facilitated on-site events, press conferences, meetings and symposium;
- Develop and maintain partnership and relationship with current and potential partners, consultants, interns and volunteers of RLS;
- Support Project Managers (PMs) and partner organisations to ensure all publications of partners funded by RLS South Asia are following the standards, logo and format;
- Ensure all RLS media products comply with local / international and RLS copyright standards.

2. Internal Communications:

- Develop a general guideline for partner in using RLS South Asia logo, disclaimer;
- Draft, design and disseminate news internally;
- Regularly maintain RLS South Asia's Media Bank database in conjunction with global standards, including tagging and filling of photos, videos and documents;
- Support project and office management team to draft communications updates, achievements and key information;
- Interact with publication/communication team of Head Office in Berlin:
 - To disseminate RLS South Asia office's events / activity / publication in head office / main website;

- Sharing with South Asia office relevant events / publication from Head office;
- Connecting RLS South Asia with work of RLS worldwide offices on similar themes.

3. Knowledge Management and Learning

- Propose creative solutions for knowledge management in the organization;
- Support the development, management, and analysis of existing knowledge in RLS projects, researches, and activities;
- Bring new solutions for the management of information within RLS and partners network;
- Conduct trainings.

4. Visibility and Awareness:

- Raise RLS' profile and visibility in South Asia through quality production and dissemination of corporate materials, including but not limited to online postings on social media platforms, brochures, flyers, banners, marketing films;
- Regularly create effective multimedia;
- Assist with design, layout, photographic and video editing, as required;
- Support colleagues on how best to communicate and share knowledge within their network through the development of engaging content, including stories, images, videos and graphics;
- Ensure correct use of corporate identity and branding materials;
- Ensure that Rosa Luxemburg Stiftung Safeguarding policy is applied in all communications work.

Qualifications, skills and competencies

1. Professional qualifications

- Bachelor's Degree in related fields (communications, marketing, journalism, social sciences, international studies or others);
- Minimum of 3 years working experience in a communication role (dealing with the media, event management, public relation and internal communications);
- Strong commitment to work in support of the transformation toward a socially and ecologically just society.

2. Specific knowledge and skills

- Knowledge of press and public relations (with working experience in the development sector would be particularly advantageous);
- Strong networks in media fields;
- Strong experience in outcomes-focused strategic communications and planning across the spectrum of media formats and genres;

- Good graphic design and multimedia design skills (f. e. Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator, Adobe InDesign, Corel IDRAW);
- Exceptional interpersonal communications, digital and writing skills;
- Analytical bent of mind with an affinity to leverage on data analytics to evaluate the outcomes;
- Good understanding about the international non-governmental organization works and their impact on the society.

3. General skills:

- Fluency in written and spoken both Hindi and English;
- Strong organizational abilities; able to priorities and manage different projects across diverse themes despite competing deadlines;
- Analytical and problem solving;
- Conflict management;
- High level of flexibility in working in an intercultural team;
- Excellent office computer software skills;
- Willing to learn and change toward better, result orientated mind set.

4. Desirable

- Previous experience with INGO, preferably German political foundations;
- Passion for understanding the evolving and dynamic nature of digital media and finding solutions to implement them to advance the work of the Foundation in the region;
- Interest in politics, civil society, economics and culture of the South Asia and beyond;
- Knowledge of gender transformative and feminist leadership;
- Knowledge in written and spoken German / willing to learn German.

Time Period

The consultancy will be until end 2021. Mutually convenient dates will be mentioned in the contract. The Consultant will have teleconference with the RLS India office representatives upon selection to finalise the exact duration of consultancy and the tasks involved.

Applications

The proposal should be submitted not later than 22nd February 2021 via email to the below mentioned contact person. It should be in English and addressed to RLS India office containing the following in PDF format:

- A CV / Profile of the Consultant / Organisation;
- Proposal detailing the concept and methodology to be used;
- Portfolio;
- Consultancy charges and payment terms;

- Probable dates of consultancy.

Selection of Consultant

Based on the proposal received the Consultant will be informed via official email. RLS Consultant will be selected based on the following criteria:

- Relevant experience in communications, especially with INGOs / political foundations;
- Expertise in brand management and digital marketing;
- English language skills;
- Budget should be comparatively economical.

Contract/Invoicing

The contract between RLS India Liaison office and the consultant will be drawn on mutually acceptable terms. The Consultant has to submit original invoices addressed to Rosa Luxemburg Stiftung, C-15, SDA Market, New Delhi-110016, for release of payment as per agreed terms mentioned in the contract

Contact Person

Ms. Sonila Swaminathan, Office Manager | sonila.swaminathan@rosalux.org

Please be informed that only written and complete application packages like described above meeting all above mentioned requirements will be considered and invited for interview. Application packages are preferred in **one PDF document**.

Inquiries are only accepted before the application deadline. Please refrain from phone inquiries. Only short-listed candidates will be contacted!