

## **Invitation to submit a proposal for RLS India Liaison Office's Strategic Communications**

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

### **Scope of work**

The proposal is to conceptualize, draft and implement an integrated communications strategy to reach out to our core audience with well-articulated brand value propositions and enhance overall brand presence.

It should focus on current state of communications vide various platforms, identifying core audience, content planning process, strategies to feed relevant write ups in social media platforms and to create format and structure for internal discussion to evaluate the work.

### **Time Period**

The consultancy will be of maximum 14 weeks' duration. Mutually convenient dates would be mentioned in the contract.

### **Terms of Reference**

The Consultant will have teleconference with the RLS India office representatives upon selection to finalise the duration of consultancy and the tasks involved.

The proposal should be submitted not later than **15<sup>th</sup> June 2020** 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
- 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 from RLS

Consultant will be selected based on the following criteria:

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

### **Contract/Invoicing**

Contract between RLS India Liaison office and Consultant will be drawn on mutually acceptable terms

Consultant has to submit Original invoice 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 | +91 95997 33473 | sonila.swaminathan@rosalux.org