

Request for Proposals: Communications Consultant

July 2024

Project Background

In 2020, Verité received a grant from the Walmart Foundation to fund the development of a company-facing tool to support employers' efforts to implement and monitor Employer Pays recruitment policies in their operations and extended supply chains. The resulting web-based tool is the Recruitment Cost Calculator (RCC), which contains up-to-date fee and cost data for the recruitment of foreign migrant workers (FMW) in select migration corridors. In 2023, Verité received additional funding to add new corridors to the existing RCC data, and to strategically disseminate and promote uptake of the RCC by employers and other key stakeholders. Verité is seeking to contract with a Communications Consultant who will support the development of a communications plan as well as of communications materials for the project.

Scope of Work

The Communications Consultant will support two main activities: a) the development of a communications strategy for the project; b) revising and adapting existing communications materials, as well as creating new ones.

- a) Communications plan activities include:
 - I. Identify the best content and channels to disseminate the Recruitment Cost Calculator (RCC). This may include identifying strategic publications such as industry magazines, blogs, newsletters and other digital marketing channels to reach different audiences and industry-users in project-covered countries, regions and industries.
 - II. Define and lead the distribution process of communications contents through online and offline channels defined by the communications plan.
 - III. Define advertising strategies to attract traffic to the RCC including the use of SEO and Google Analytics and other analysis systems.
 - IV. Support the definition of impact metrics to determine effectiveness of dissemination and the communications plan.
- b) Communications materials development activities include:
 - I. Draft content about the RCC, ensuring messaging is clear, concise, consistent, accurate and audience appropriate.
 - i. Write one blog entry for each of two different types of audiences.

- ii. Help draft two short articles for key industry magazines.
- iii. Draft a short article for Verite's newsletter "Vision."
- iv. Draft short messages for digital marketing channels such as FB, LinkedIn and X.
- v. Create two animated videos about the RCC – one website demonstration video of 1-2 mins long and one use-case video of 3-4 mins long. Creation includes drafting of the storyboard and designing the animations.
- vi. Design icons and diagrams to be used on the RCC website to accompany web text contents.

Eligibility Criteria

The Contractor must demonstrate the following qualifications and experience:

- Proven work experience as a Marketing Communications Specialist or similar role
- Familiarity with B2B and B2C advertising campaigns
- Hands-on experience with web content management tools, such as WordPress
- Proficiency in MS Office
- Knowledge of SEO and Google Analytics
- Experience with marketing campaigns on social media
- Excellent written communication skills
- BSc in Marketing, Communications, Public Relations or relevant field

Anticipated Start Date: August 15th, 2024

Anticipated End Date: November 30th, 2024

Instructions for Submission

To submit a proposal for consideration, please send the following documents, along with any questions or clarifications you may need, to Grace Kintzinger, Program Manager, at gkintzinger@verite.org, with a copy to Georgina Vazquez de los Reyes, Senior Program Manager, at gvazquez@verite.org by **11:59 p.m. Eastern Time on Wednesday, July 31st, 2024.**

- CV or resume; or explanation of required qualifications, experience, and expertise.
- Cost proposal, including daily rate and estimated number of days needed for this work, and/or any additional expenses or professional fees.
- Communications Portfolio.