

## Terms of Reference – Communications consultant

*Civitates is looking for an individual consultant for content creation and website update - several short assignments throughout the year*

### About Civitates

Civitates is a philanthropic initiative for democracy and solidarity in Europe. It provides funding for civil society actors to come together, revitalise public discourse, and ensure that all voices are heard. Civitates kicked off in 2018 thanks to the support from 16 diverse foundations, which provided a starting budget of 4M EUR.

One of Civitates' goals is to strengthen the capacity of civil society actors, collectively and more effectively. Another goal is to support civil society groups that push for a strong and free digital public sphere in which public and democratic values are safeguarded.

In 2018, Civitates' first grants went out, to initiatives in Austria, Bulgaria, the Czech Republic, Hungary, France, Italy, Poland, Romania, Slovakia, Slovenia, and the UK.

### About the fund's approach to communication

Civitates would like to improve its digital footprint, in order to give visibility to the great work of the grantees, as well as to provide more transparency about the fund.

The fund's target audience is comprised of civil society, other funders (private and public), selective politicians and policy makers, and the general public.

The communication should mainly be focused on the work of the grantees, raising awareness about the issues they work on, and potentially influencing public opinion. The secretariat also wants to give some reference to the fund itself, stressing its key strengths, why foundations have a stake in the game, and inviting others to join the fund.

The fund would like the framing of its communication to be positive, highlighting the trustworthiness and value of civil society. Stories of a civil society that is thriving against all the odds. Stories of resilience. Stories of hope, determination and solidarity.

While Civitates has a small secretariat, with limited capacity for communications, the 16 foundations that are part of Civitates have well-established and extended networks, which the fund would like to build on.

## Scope of work

Under guidance and direct supervision of the Civitates secretariat, the consultant will develop high quality communications to enhance the online presence of the fund. The consultant will undertake the following:

- Produce regular content pieces explaining about the work of Civitates' grantees (based on interviews and consultations with the grantees) for the Civitates website;
- Prepare cross-posting content packages for the 16 foundations that are part of Civitates, which would include the above-mentioned content pieces as well as pre-written social media messages and images that the foundations can use when cross-posting the content through their respective communications channels;
- Help the Civitates secretariat improve its website, amongst others by making the wording more appealing to external audiences;
- Create content that can add to the public conversation about the field Civitates is engaged in (e.g. through op-eds) and raise our profile in the philanthropic community;
- Contribute to identifying new and creative ways to enhance the visibility and outreach of the fund and its grantees;
- Occasionally help the Civitates secretariat with other communication related matters, including talking points, press releases, crisis communications and reputation management.

## Desirable profile

Candidates should be able to demonstrate:

- A Bachelor's degree in media relations, journalism, marketing, international relations or related studies
- 3 years of experience in journalism and/or writing compelling features for the web;
- Excellent writing skills in English (essential)
- Ability to turn jargon and foundation lingo into plain English
- Sensitivity and adaptability regarding cultural, gender, religion, race, nationality and age
- Experience in working with civil society organizations or philanthropic institutions is desirable but not a requirement
- A good understanding of the European political context, the shrinking space for civil society, and/or of the changes in the online public sphere is desirable but not a requirement
- Experience with graphic design, and the ability to create designs for digital media purposes in open source graphic design programmes, such as Canva, would be desirable but not a requirement

## Type of contract

Contract duration is for one year, potentially renewable, for an estimated 2-5 working days a month. The remuneration amount will be based on the qualification of the consultant. The consultant could be based anywhere in Europe.

## Application

Applications can be submitted to [leonie.vantongeren@nef-europe.org](mailto:leonie.vantongeren@nef-europe.org), at the latest by 30 April 2019. The following documents should accompany the application:

- CV outlining relevant experience
- Short cover letter
- One non-academic writing sample in English (human story, journalistic piece, etc.)
- Estimation of costs

Civitates welcomes applications from people of all cultures, backgrounds, and experiences. If you are interested, but not sure you qualify, apply anyways.

## More information

For more information about the fund, please see: [www.civitates-eu.org](http://www.civitates-eu.org). For more information about this TOR, please contact Leonie van Tongeren, Fund Manager, at [leonie.vantongeren@nef-europe.org](mailto:leonie.vantongeren@nef-europe.org).