

IDMC Terms of Reference

Consultancy: individual media training for IDMC spokespersons

BACKGROUND

The Internal Displacement Monitoring Centre (IDMC) of the Norwegian Refugee Council (NRC) is the global leader in the provision of data, information and analysis on internal displacement. IDMC monitors all situations of internal displacement, provides quantitative estimates of the numbers of IDPs worldwide, and develops research and analysis, which seeks to better inform policy and operational decisions that affect the lives of internally displaced people.

Every year, IDMC publishes a Global Report on Internal Displacement (GRID) which presents key figures on the number of people living in internal displacement as a result of conflicts, violence and disasters, on the numbers of internal displacements and analyses specific situations of internal displacement around the world. The GRID receives media interest and IDMC's spokespersons must respond to various requests for interviews in the press, radio and television.

As IDMC ambitions to extend media interest beyond the annual launch of the GRID and generate more coverage on internal displacement globally, IDMC is opening a call for consultants to provide individual media training for its spokespersons.

CONSULTANCY OBJECTIVE

This consultancy is intended to provide selected spokespersons from IDMC with the tools, skills and confidence necessary to elevate IDMC's messages in the media and other external audience, and achieve better impact and interest in the issue.

The consultant should help the selected spokespersons build confidence in engaging with the media, design and deliver clear messages to a non-specialist audience and manage challenging questions.

The consultant will:

- Organise calls with selected spokespersons to identify their needs and expectations
- Design specific coaching sessions for selected spokespersons with practical exercises
- Hold three one hour individual coaching sessions for the selected spokespersons
- Evaluate their progress over time and adapt the coaching plan accordingly to achieve maximum impact at the end of the consultancy.

CONSULTANCY TIME and IMPLEMENTATION TIMEFRAME

This consultancy is expected to include a one hour preparatory call and three hours of individual coaching sessions per selected spokesperson. IDMC will select 2 to 3 spokespersons to benefit from this individual media training. The dates of the sessions will be identified with the selected spokespersons but the expected period for implementation is from 15 August 2024 to 15 December 2024.

Key Deliverables:

- I. Individual media training plan for each spokesperson
- II. One hour of preparatory call per spokesperson
- III. Three hours of individual coaching session per spokesperson
- IV. Guidance and training material and exercises for spokesperson to practice in-between sessions
- V. Recordings of practice interviews

Skills/areas of expertise and qualifications:

- Perfect command of the English language, both written and oral;
- Demonstrated experience delivering media training, individual coaching sessions for executives a plus;
- Demonstrated experience with or in the media;
- Knowledge of internal displacement or related issues is a plus.

Pre-requisites for application:

- Registration as a “sole trader” or consultant in country of residence if required, or as employee within a consultancy company is required.

APPLICATION PROCESS

Consultants who meet the above requirements are invited to submit an expression of interest by **Sunday 28 July 2024, 23:59 CET** to ch.gvatenders@nrc.no. The bid application/email subject should be titled: **Individual Media Training Consultancy**, and the following included in the application:

- Technical proposal, including CV of relevant trainer
- Financial offer in CHF, inclusive VAT and all charges, provided for each individual spokesperson to be identified by IDMC;
- List of references that can be contacted to verify the quality of services;
- Proof of registration as a sole trader/registered company in country of residence, as relevant.

Please note: All service providers/consultants working with NRC should maintain high standards on ethical issues, respect and apply basic human and social rights, ensure non-exploitation of child labour, and give fair working conditions to their staff. NRC reserves the right to reject quotations provided by suppliers not meeting these standards. Consultants doing business with NRC will be screened on anti-corruption due diligence before NRC confirms a contract.