



EXTERNAL CONSULTANCY:

Communication and Visibility of the EU Aid Volunteers Initiative of Médicos del Mundo (MdM)

EU Aid Volunteers We Care, We Act



Commissioned by: Médicos del Mundo - Spain

Closing date: 15/02/2019

Starting date: February 2019

Duration: 20 months

Contract: External Consultancy

Job title: Communication and Visibility of the MdM EU Aid Volunteers Initiative

Location: Madrid (Spain)- Possible travels to other European MdM delegations may be required (Belgium, Netherlands)



Terms of Reference

1. Context:

MdM Spain together with its European partners (MdM Belgium, MdM-Netherlands), the MdM-Spain field offices (Sahara, Haití, Senegal, Palestina, Mauritania, Burkina, Bolivia, Guatemala, El Salvador) and the MdM-Belgium field offices (Mali, Niger) have responded as Consortium to the **EU Aid Volunteers Initiative Deployment Call**.

Within both projects, the MdM Consortiums have the following objectives:

- Define and implement the selection, training and deployment of 27 EU Aid Volunteers + 5 On-line Volunteers;
- Strengthen strategic, technical and organizational capacities of Hosting Organizations;
- To raise awareness about UE Aid Volunteers Initiative and Humanitarian Aid towards European civil society and the Third countries.

Within the EU Aid Volunteer Initiative, for MdM Consortium it is necessary to draft, develop and execute a **common Communication and Visibility plan for 11 MdM delegations of the Deployment project 2019-2020**.

2. Budget: Maximum of 15.000 Euros (including VAT)

3. Timetable:

- 20 months starting from February 2019
- Free schedule with regular contact with headquarters of MdM-Spain in Madrid

4. Final products/services:

- 1) A common Communication and Visibility Plan (in English and Spanish) of the MdM EU Aid Initiative – Deployment Project
- 2) Some products/visibility materials (in English and Spanish) of the EU Aid Initiative: Video/Spots, T-shirts/Stickers/Notebooks/Booklets
- 3) Events/seminars in order to disseminate/boost awareness about the EU Aid Volunteers Initiative

To that end, the consultant should:

- Coordinate and coach the MdM partners of the Consortium Project in the design and implementation of the common Communication and Visibility Plan of the MdM EU Aid Initiative – Deployment Project



- Contact medias in order to disseminate/boost awareness about the EU Aid Volunteers Initiative
- Ensure that the MdM EU Aid Volunteers Communication & Visibility Plan follow the Communication and Visibility rules of the EU Aid Volunteers Initiative

All the MdM partners must inform the public, press and media of the Project (internet included), visibly indicate “with the support of the EU Aid Volunteers initiative of the European Union” as well as the graphic visual identity available at http://eacea.ec.europa.eu/eu-aid-volunteers/library_en

All pertinent materials related to the Project shall bear the respective logos of MdM and EU Aid Volunteers Initiative.

5. Profile:

All applicants (person/s or entity) submitting proposal must meet the following requirements

Education/Degree

Required: University degree in Communication/Journalism or other field linked with Communication

Desirable: Knowledge in International Relations, Third NGOs sector, European programs and/or Volunteering programs

Professional experience

Required: Minimum 3-5 years experience in similar position within Third sector

Desirable: Knowledge of the MdM international network, projects funded by the European Union and international Volunteering Programs

Other requirements

Language proficiency: Fluency in English and Spanish. Desirable French

Software: Office package, Internet, Social Medias

Appreciated skills

- strong commitment as regards the mission, vision and values of MdM
- A proven ability to work collaboratively and constructively on a complex project involving different stakeholders
- Support others to achieve their aims; build consensus; be friendly, helpful, diplomatic with a flexible approach to changing requirements
- Ability to efficiently organize and plan work for others
- Excellent writing and communication skills
- Innovation: Ability to work in a dynamic and creative way
- Flexibility to adapt to changing requirements



- Ability to design presentations, materials and contents of the project, to be shared and disseminated in public
- Availability to travel to other countries members of the MdM international network

Very appreciated:

- Experience in network / Consortium work
- Knowledge and experience within MdM International network
- Knowledge and experience in the EU Aid Volunteers Initiative

6. Selection process:

- Publication of the Terms of Reference in Spain and others MdM European delegations
- Deadline for the reception of offers: 15th of February 2019
- Pre-selection of the 3 best offers
- Validation of the Procurement Committee

7. Conditions:

Contract of external consultancy of entity and/or person/s:

- Budget: maximum 15.000 € (VAT included)
- Products/services to be delivered (see point 4)
- 20 months
- Schedule of payments: 50% upon the signing of the consultancy contract / 25% at mid-term contract period / 25% balance payment at the end of the contract + delivering of the final products/services

8. How to apply

Applicants should submit their documents in **ENGLISH** (business proposal, budget and CVs) to the following laure.salies@medicosdelmundo.org by **15th of February 2019 at 14h.**

Note:

Please note that only shortlisted applicants will be contacted for an interview.

MdM is committed to diversity and inclusion within its workforce, and encourages qualified female and male candidates from all national, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of our organisation.