

CALL FOR PROPOSALS

REN21 is looking for a consultant to support the Communications Team with copy writing, copy editing and light graphic design

Timeline: November 2022 to January 2023

About REN21

REN21 is the only global renewable energy community of actors from science, governments, NGOs and industry. We provide up-to-date and peer-reviewed facts, figures and analysis of global developments in technology, policies and markets. Our goal: enable decision-makers to make the shift to renewable energy happen – now. For more information, visit www.ren21.net.

General Scope of the Assignment

REN21's activities build on a broad and cross-sectoral community and are centred around crowd-sourced knowledge, dialogue and debate, and communication activities. REN21 thrives for a strong integration of those activities to position renewables more effectively.

REN21 is seeking a consultant who can demonstrate experience in communications and a passion/drive for renewables. The successful candidate will provide editorial support to the communications team which is responsible for delivering (and improving) REN21 public communications, media outreach, digital presence, and events with the objective of promoting the renewables agenda, positioning REN21 as a neutral broker of knowledge and growing/deepening the REN21 community of changemakers.

MAIN REQUIREMENTS

- Implement the social media/digital strategy and action plan that will deliver fact-based, compelling, and innovative content in a timely manner, strengthen bonds with our current communities and bring new audiences to REN21 website and other digital channels.
- Contribute to maintaining a calendar of publications that positions REN21 as a neutral and undisputed broker of knowledge on renewables and raises the profile of REN21 on digital media.
- Monitor the landscape of strategically relevant digital accounts and leverage opportunities to position and advance the renewables agenda.
- Produce content (written and audio-visual) to feed REN21 social media and digital channels in line with the overall communications and social media strategy (e.g. Twitter, LinkedIn, the quarterly newsletter and other regular communications to Members and the Community).

- Contribute to drafting/copy editing a wide range of material including press releases, web articles, blogposts, opinion pieces and other public communications material for use across REN21 online platforms and others.
- Contribute to developing key messages and narratives.
- Provide editorial input, including review and editing, for key publications, reports and articles.
- Writes and produces REN21 quarterly newsletter and other communications to REN21 Members and Community.

Timeline

The work will take place from 1 November 2022 to 30 January 2023 (three months).

Proposal Requirements

Your proposal submission can be made in any format (PDF, private website, etc.) and should include:

- The contractor's specific interest in the project and your availability
- Profile and prior experience
- Examples of relevant previous press and/or media work
- The proposed rate for carrying out the work in the timeframe provided, **including VAT** (if VAT is not applicable, please note this in the proposal).

Key Selection Criteria

The selection of the contractor will depend on:

- Price – 30%
- Relevant experience – 30%
- Quality – 30% to be evaluated based on:
 - Portfolio
 - Expected outputs
- Flexibility and timeline – 10%

Proposals should be emailed to secretariat@ren21.net. Please mention "Submission of proposal: "Copy writing, copy editing and light graphic design" in the subject line.

The deadline for receipt of proposals is Friday 21 October 2022 at 12:00 (noon) CEST.