

# Terms of Reference | Communications Consultancy Support (Content Producer and Writer) for OGP Eastern Partnership Programme

## Background

The Open Government Partnership (OGP) gathers 76 countries and 106 local governments sharing the idea that an open government is more accessible, more responsive, and more accountable to citizens, and that improving the relationship between people and their government has long-term, exponential benefits for everyone. OGP is a broad partnership that includes members at the national and local levels and thousands of civil society organisations. Through the Partnership, its members work together to co-create two-year action plans with concrete steps – commitments – across a broad range of issues. This unique model ensures that civil society organisations and direct citizen engagement have a role in shaping and overseeing governments. Collectively, more than 4,000 commitments have been made globally.

The [EU for Integrity Programme for the Eastern Partnership](#) is a multi-year collaboration that aims to strengthen the support and resources available to country reformers in the region to deepen reforms and advance bold, new ideas in areas like strengthening public service delivery, opening civic space, promoting a fair justice system and fighting corruption. The Programme is jointly implemented by the Open Government Partnership ([OGP](#)) and OECD Anti-Corruption Network for Eastern Europe and Central Asia ([OECD ACN](#)), with support from the European Union.

The project was designed with visibility objectives at its core, acknowledging that behavioural transformation and mobilisation of reformers are as important as legislative and policy actions for open governance initiatives to achieve long-term impact and that communications and visibility activities have a critical role in achieving the same.

## Objective of the consultancy services

Following the first two years of the Programme’s successful implementation, OGP intends to put particular emphasis and focus on key communication products and visibility activities throughout the remaining implementation period. In order to do that, OGP is looking for a consultant who would lead the Programme’s communication work, in close coordination and with support from the Programme team and the OGP Communications team, including in particular the production of a video series, case studies, success stories, blogs, and other materials aimed at increasing the Programme’s outreach and recognition.

## Scope of Work

OGP is looking for a talented, motivated and organised individual or team to:

- Together with the Programme team, agree on a timeline of activities based on the Programme needs (as below) and videographers’ availabilities, create production binders (develop creative direction and overarching narrative, questions for interviews, script)

- Manage the creative design and production of one retrospective tribute video (3-5 mins) spotlighting Ukraine's OGP reforms and reformers over the past decade, under the supervision of the OGP Communications team
- Produce 3 videos (up to 3 mins each) - featuring recent OGP reforms and success stories (from 2021 onwards) in Moldova, Georgia, and Armenia
- Develop social media cards, up to 4 blog posts, and other communication products to promote reforms and reformers from the Eastern Partnership region
- Coordinate videographers, editors etc. as needed, to shoot material on the ground and deliver final deliverables in the formats identified
- Conduct video interviews and highlights of the Programme for the Eastern Partnership countries during the next OGP Global Summit in Tallinn, Estonia (September 2023)
- Provide input on communication activities for the Programme's interim report due in October 2023

## Terms of the Consultancy

The contract will be set up as a deliverables-based, part-time contract for six months initially (mid-April - mid-October), with the possibility of extension. The consultant will be invoicing OGP on a monthly basis and providing brief reports on activities and deliverables. Travel, accommodation, and production costs will be reimbursed separately based on invoices.

## Qualifications, requirements, and skills

- Proven excellent analytical, writing, and communication skills in English, comprehensive understanding of grammar and style
- Project management and coordination skills, including experience in developing and implementing complex tasks and the capacity to deliver quality under tight timelines
- Knowledge and demonstrated use of effective storytelling techniques
- Demonstrated skill with digital storytelling, ability to create and deliver creative content (text and visuals) and write video scripts
- Willingness and ability to travel to Armenia, Georgia, Moldova and potentially Ukraine (the latter mutually discussed and agreed upon)
- Graphic design and video production skills highly desirable
- Excellent copywriting and editing skills and an eye for detail
- Familiarity with and prior work in the social impact and nonprofit sector
- Demonstrated ability to work with international and multi-disciplinary teams, and across time zones
- Familiarity with the Eastern Partnership regional context a plus
- Fluency in Russian and/or other languages spoken in the EaP region a plus
- Experience of working with a think-tank or non-profit advocacy organisation working on issues of transparency and accountability a plus
- Familiarity with open government reforms, OGP and existing OGP publications and materials a plus



## How to Apply

- Please submit:
  - a cover letter, detailing your qualifications and skills and how you meet the above requirements
  - current CV,
  - An itemized budget for total estimated expenses incl. your consultant fee and production costs
  - any examples of previous work that demonstrate fit for the assignment, and address desired qualifications, requirements and skillsto [patrycja.panczyk@opengovpartnership.org](mailto:patrycja.panczyk@opengovpartnership.org).
- Please add 'Consultant - Communications' to the subject of your email.
- Applications will be accepted and reviewed on a rolling basis, so applicants are encouraged to submit their materials as soon as possible.

