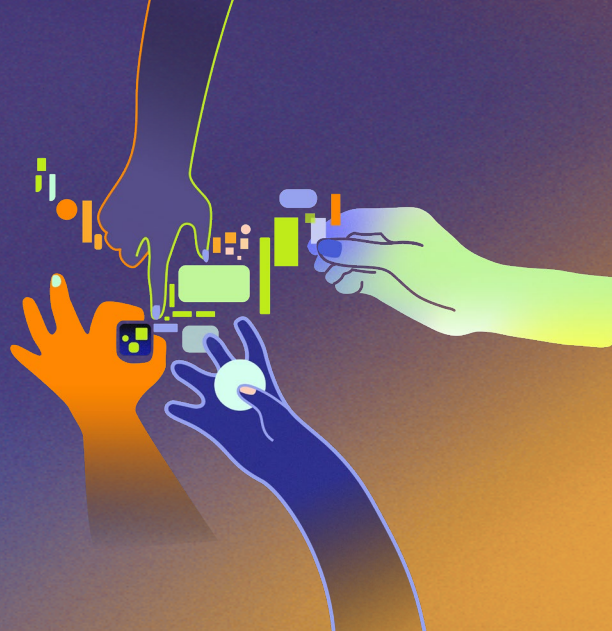


Request for proposals

Senior Communications Consultant

January 26, 2023



About the Digital Impact Alliance

The Digital Impact Alliance (DIAL) aims to advance a more equitable world through a shared vision of a positive digital future. We connect people with evidence on digital tools that work for society through research, knowledge products, and advocacy. We collaborate with others to promote digital systems that hold qualities of inclusion, trust, choice, and agency, with a particular focus on the themes of effective digital public infrastructure and strong data governance.

Hosted within the UN Foundation in Washington, DC, DIAL is a partnership among some of the world's biggest digital development champions, including the Bill & Melinda Gates Foundation, the United Kingdom's Foreign & Commonwealth Office, and the Swedish International Development Cooperation Agency.

Project description

The communications team within DIAL is in charge of designing and delivering strategic communications activities in support of advancing the organization's objectives, mission, and work - including brand building, targeted marketing activities, content development, and media outreach. The Senior Manager, Communications is a key member of the team, responsible for communications strategy and thought leadership for key initiatives, working closely with key colleagues across DIAL and at our partner and donor organizations.

Specifically, the Senior Communications Consultant will support the work of DIAL's technical programs and Proven Solutions team, including our Catalog of Digital Solutions and the GovStack initiative. The selected candidate will have strong familiarity with digital technology product marketing and feel comfortable working with highly technical teams. The Senior Consultant will report to the Communications lead and will work closely with the Senior Director, Integrated Delivery who oversees all of DIAL's technical programs.

Scope of work

We are in need of maternity leave coverage for our Senior Manager of Communications from roughly mid-March to the end of August 2023. The Senior Consultant will be responsible for the following primary duties:

1. Communications support to our Proven Solutions team and programs, who build powerful test stacks and help the digital development ecosystem better choose and use technologies to achieve its goals.
2. Collaborating closely with technical and communication colleagues to develop and manage the delivery of written materials and brand positioning, specifically social media content as well as news and blogs.
3. Leveraging agreed brand and image guidelines and supporting colleagues to find and use these resources.
4. Managing external Communications vendors to ensure quality and timeliness of deliverables.
5. Tracking Proven Solutions marketing and communications activities, ensuring timely delivery.
6. Proactively managing budget to actuals and troubleshooting risks.

Deliverables

The following table reflects the anticipated deliverables and schedule required for this project. Please note that completion dates are provided as estimates:

DELIVERABLES		
NO.	DELIVERABLES/OUTPUTS	COMPLETION
1	Act as the main point of contact for the creative agency working on a website redesign project, expected to launch in June.	June
2	Maintain a steady stream of content for relevant social channels, as well as provide copy and graphics for others across the team to use on their own channels.	August
3	Build communications materials to support the promotion of project achievements and milestones.	August

DELIVERABLES

4	Support participation in events by managing logistics such as speaker confirmation, writing concept notes, providing branded materials, etc.	August
5	Maintain and update the GovStack website as needed.	August
6	Prepare relevant newsletters and email communications.	August

Period of performance

Work will start on or around March 15 and we're requesting that it be completed by August 30. During this time, we anticipate a close working relationship with the chosen vendor.

Proposal submission requirements

1. All submissions are due by February 10 by 5:00pm EDT. We expect the submissions to be in Word or PDF format.
2. The selected Respondent will be notified by the end of February.
3. Please send all submissions to adiamond@dial.global.

Evaluation process

DIAL will review all submissions and may request a series of phone or in-person interviews as well as a writing assignment. The evaluation committee will use the following criteria to evaluate candidates:

1. Demonstrated interest in the UN and international affairs.
2. Demonstrated knowledge and experience of international development and technology, including communicating complex technology concepts to a non-technical audience.
3. 7-10 years relevant experience in a marketing or communications role, including strong writing, editorial and editing skills and the ability to develop engaging content with a technical focus.
4. Experience implementing communications strategies with a digital focus.

5. Strong understanding and experience of digital tools and social media, including blogging, LinkedIn, Twitter, and WordPress.
6. Excellent oral and written communications skills.
7. Strong creativity and organizational skills.
8. Able to work under pressure and handle stress.
9. Able to take initiative and work independently while also working effectively across teams, including collaborating in matrix approaches with multiple small, fast-paced working groups.
10. Has a growth mindset and values continuously learning.

Intent and disclaimer

This RFP is made with the intent to identify a consultant to deliver results as described in this RFP. Issuance of this RFP does not obligate DIAL to award a resulting contract and any costs incurred in preparation of a proposal is the sole responsibility of the respondent.

In submitting a proposal, the respondent certifies that information contained therein is truthful and accurate to the best of the respondent's ability. Should any information later be found to not be in-line with this certification, DIAL reserves the right to terminate any resulting contract(s) and/or select an alternative contractor. DIAL assumes it can be confident in the Consultant's ability to deliver the product(s) and/or service(s) proposed in response to this RFP.

If DIAL amends the RFP, copies of any such amendments will be sent to all respondents.

Contract terms

The UN Foundation/DIAL will negotiate contract terms upon selection. A copy of the contract terms and conditions will be provided upon pre-selection. All contracts are subject to review by UN Foundation's Agreements and Compliance team. Once a draft contract is reviewed by UN Foundation, DIAL's Program Manager will contact the Vendor. The project will start upon the execution of the contract. The contract will outline terms and conditions, scope, budget, and applicable flow-down terms proscribed by the funding partners and the UN Foundation.

Release

Consultant understands that DIAL has chosen to solicit an RFP for consulting services, and that consultant's response does not guarantee that DIAL will enter into a new contract with Consultant or continue any current contract(s) with Consultant. Consultant agrees that DIAL may, in its sole discretion:

1. Amend or cancel the RFP, in whole or in part, at any time.
2. Extend the deadline for submitting responses.
3. Determine whether a response does or does not substantially comply with the requirements of the RFP.
4. Waive any minor irregularity, informality or nonconformance with the provisions or procedures of the RFP.
5. Negotiate with all consultants UN Foundation deems acceptable.
6. Issue multiple awards.
7. Copy the responses.

This RFP is not an offer to contract. DIAL assumes no responsibility for Consultant's cost to respond to this RFP. All responses become the property of DIAL.

The Consultant, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP.

Consultant represents that it has responded to the RFP with complete honesty and accuracy. If facts provided in Consultant's response change, Consultant agrees to supplement its response in writing with any deletions, additions, or changes within ten (10) days of the changes. Consultant will do this, as necessary, throughout the selection process. Consultant understands that any material misrepresentation, including omissions, may disqualify it from consideration for a contract award.

Consultant understands it may receive proprietary and confidential information from DIAL during the RFP process ("Confidential Information"). Consultant agrees to not use Confidential Information for any purpose other than its participation in the RFP process and to not reveal Confidential Information directly or indirectly to any other person, entity, or organization without the prior written consent of DIAL. Consultant further agrees to exercise all reasonable precautions to maintain the proprietary and confidential nature of Confidential Information where it can best demonstrate its value and capacity to delivery ecosystem-wide, meaningful value.

Intellectual Property (IP) considerations

DIAL's mission is to create public goods that enable a more efficient digital economy for everyone's common benefit. To serve this goal in partnership with other organizations and individuals, DIAL funds the development of important hardware and software, databases, computer protocols, research, and useful industry standards.

Intellectual property ("IP") is at the heart of all things creative and inventive. DIAL's IP policy is shaped by our key funders' (i.e., the Bill and Melinda Gates Foundation (BMGF), Foreign, Commonwealth and Development Office (FCDO) and the Swedish International Development Cooperation Agency (Sida) policies. DIAL's work products thus must comply with BMGF's "Open Access" policy. Further, any IP DIAL funds should be licensed for free use worldwide. This is accomplished through open source and Creative Commons licensing and by open standards, unencumbered by restrictive copyrights and patents.

The scope of work for this project and deliverables will, as such, abide by DIAL's intellectual property (IP) policy and its donor' compliance requirements. If special considerations are required, DIAL will negotiate those on a case-by-case basis with selected vendors.

As required by its donors, DIAL is committed to "Global Access". As such, DIAL will ensure that knowledge and information gained from any project and any deliverable produced will be prompt and broadly disseminated under a creative commons license, and any funded developments will be made available at an affordable price to:

1. People most in need within developing countries, and/or
2. In support of the U.S. educational system and public libraries, as applicable.

DIAL will take into consideration Consultants' IP issues as part of the selection process.