

Terms of Reference

Knowledge Products Consultant

1. Consultancy assignment background

The Internal Displacement Monitoring Centre (IDMC) is the world's authoritative source of data and analysis on internal displacement. Since its establishment in 1998 as part of the Norwegian Refugee Council (NRC), IDMC provides rigorous, transparent and independent data, analysis and evidence to inform policy and operational decisions that improve the lives of people living in, or at risk of, internal displacement.

IDMC monitors all situations of internal displacement worldwide, provides quantitative estimates of the number of internally displaced people and develops research and analysis to better inform policy and operational responses. Its data and evidence are disseminated through publications, digital platforms and the Global Internal Displacement Database.

Within IDMC, the Global Insights Hub is responsible for the organisation's publications, including its flagship Global Report on Internal Displacement (GRID), and for translating displacement data and evidence into accessible, policy-relevant insights for diverse audiences.

As part of its programme of work, IDMC is implementing the European Union-funded project *Enhancing prevention, risk reduction and response to disaster and climate-related displacement worldwide* (September 2023 – August 2027). The project aims to reduce the risk and impacts of disaster- and climate-related internal displacement by strengthening the evidence base on displacement dynamics and enhancing the capacity of governments and regional organisations to prevent, manage and resolve disaster displacement through development-oriented approaches.

The project combines global monitoring, analysis and research on disaster and climate-related displacement with targeted country and regional engagement in Nigeria, Kenya, Bangladesh, Guatemala and the Caribbean. Through research, risk analysis, capacity strengthening and technical assistance, the project seeks to support national and regional actors in understanding displacement risks and developing more effective prevention, preparedness and response measures.

Alongside this project-specific work, IDMC continues to strengthen the reach, accessibility and influence of its broader data, evidence, publications and stakeholder engagement.

To support these objectives, IDMC is seeking a **Knowledge Products Consultant** to support the development, production and dissemination of high-quality knowledge products and content across two complementary workstreams:

Workstream 1 –Data Storytelling, Evidence Dissemination and Digital Content

Supporting the dissemination, accessibility and reach of IDMC's internal displacement data, analysis and publications through digital content, editorial products and stakeholder communications.

Workstream 2 – Project Evidence Dissemination and Knowledge Uptake

Supporting the translation, packaging and dissemination of evidence, lessons learned and analytical findings generated through the project *Enhancing prevention, risk reduction and response to disaster and climate-related displacement worldwide*, with a focus on ensuring uptake and use by policymakers, government counterparts, regional organisations, humanitarian and development actors.

The consultant will work closely with communications, research and project teams, as well as with technical consultants supporting project implementation, to transform complex data, analytical findings, impact evidence and technical outputs into engaging and accessible products for priority audiences.

The consultancy will also support the preparation and delivery of the project's final event, including the dissemination of project findings, impacts and lessons learned.

2. Objective and scope of work

The consultancy will support the dissemination, accessibility and uptake of IDMC's data, evidence and insights over a 12-month period.

In coordination with, and under the technical guidance of, the Communications Adviser, the consultant will contribute to the following two workstreams:

Workstream 1 – Data Storytelling, Evidence Dissemination and Digital Content

The consultant will support the planning, development and delivery of content and dissemination activities across IDMC's digital platforms and channels.

Responsibilities include:

- Supporting the design, production and dissemination of engaging digital content across website, newsletters, social media and other digital channels.
- Translating complex data, modelling outputs, research and analysis into clear, compelling and accessible products for different audiences.
- Supporting the rollout and amplification of publications, reports and key institutional moments.
- Producing multimedia and visual content, including graphics, infographics, animations and short-form videos.
- Drafting articles, explainers, stories and other editorial content.
- Supporting editorial planning, content calendars and reporting on dissemination outputs and audience engagement.

Workstream 2 – Project Evidence Dissemination and Knowledge Uptake

The consultant will support the dissemination, understanding and practical use of project-generated evidence, findings and lessons by translating technical outputs into accessible products tailored to priority audiences.

Particular emphasis will be placed on ensuring that evidence generated through the project is translated into actionable products that support uptake by governments, regional organisations and operational actors.

Responsibilities include:

- Translating project-generated evidence, analytical findings, impact assessments and lessons learned into accessible and engaging knowledge products, including policy briefs, evidence summaries, country briefs, presentations and other dissemination packages tailored to different audiences.
- Developing audience-specific messaging and supporting visual communication products for policymakers, government authorities, humanitarian actors, development organisations, donors and regional stakeholders.
- Supporting webinars, technical briefings, learning events, policy dialogues and stakeholder engagement activities.
- Working closely with technical teams and external consultants to translate analytical and impact findings into accessible dissemination products.
- Supporting the dissemination of project achievements, lessons learned and recommendations emerging from project implementation.

Final Project Dissemination and Knowledge-Sharing Activities

The consultant will play a central role in supporting the preparation, delivery and follow-up of the project's final dissemination and knowledge-sharing activities.

Responsibilities include:

- Supporting the development of the narrative, key messages and knowledge-sharing objectives for the final project event.
- Producing evidence summaries, briefing materials, presentation decks and visual assets.
- Preparing speaker briefing packs and dissemination materials tailored to policymakers, government counterparts, humanitarian actors, development partners and regional organisations.
- Producing post-event knowledge products and dissemination materials, highlighting findings, lessons learned and impact.
- Supporting dissemination and outreach activities before, during and after the event.

3. Major tasks and deliverables

Workstream 1 – Data Storytelling, Evidence Dissemination and Digital Content

- Up to 5 campaigns or content packages, including digital assets.
- Up to 20 website articles, stories, explainers or editorial products.
- Up to 10 newsletters or digital updates.
- Up to 10 multimedia products, including short videos, animations or visual stories.
- Up to 50 social media and digital dissemination assets.
- Ongoing support to content planning and editorial calendars.

Workstream 2 – Project Evidence Dissemination and Knowledge Uptake

- Up to 10 evidence dissemination packages linked to project outputs and findings.
- Up to 10 policy briefs, thematic briefs or decision-maker summaries.
- Up to 8 country-focused evidence and learning products.
- Up to 40 visual knowledge products, including infographics, maps and data visualisations.
- Up to 10 webinar, briefing or stakeholder engagement packages.

- Up to 15 presentation decks and supporting materials.

Final Project Event Package

One comprehensive package supporting the preparation, delivery and follow-up of the project's final event, including:

- 1 event narrative and messaging framework.
- 1 evidence synthesis report and key findings package.
- Up to 10 stakeholder information and engagement materials.
- Up to 5 speaker briefing packs.
- Up to 5 presentation decks and visual assets.
- Up to 10 event dissemination and outreach materials.
- 1 digital content package supporting event promotion and follow-up.
- Up to 5 post-event summary products.
- 1 Final lessons learned and recommendations package.
- Up to 5 dissemination products designed to extend the reach and uptake of project findings beyond the event.

Deliverables will be prioritised and agreed throughout implementation according to organisational and project needs.

4. Institutional and organisational arrangements

The consultant will work with IDMC's Global Insights Hub to deliver the outputs specified in this TOR, in coordination with and under the technical guidance of the Communications Adviser.

The consultant will work closely with researchers, project managers, analysts and external consultants to ensure dissemination products accurately reflect IDMC's evidence and analysis.

IDMC will retain intellectual property rights for all outputs produced under this consultancy.

Duties of the consultant

All written products should be submitted in Microsoft Word format and in UK English.

Any graphs, maps or visual assets should be provided in editable formats whenever possible.

All work submitted must be original and free from plagiarism or infringement of intellectual property rights.

5. Implementation schedule and estimated inputs

This is a consultancy of a maximum of 180 days until 31 December 2027.

The consultant should be available to start as soon as possible.

The consultancy is home-based, with regular virtual engagement with IDMC teams and occasional participation in meetings, workshops and events as required.

The level of effort is expected to be broadly distributed across both workstreams throughout the consultancy period.

6. Qualifications and experience

Education

University degree (Bachelor's or Master's) in Communications, Journalism, Public Relations, Digital Media, International Relations, Development Studies, Public Policy or a related field.

Experience and skills

- Minimum three years of relevant professional experience in content development, digital engagement, knowledge management, evidence dissemination or policy communications.
- Strong writing, editing and storytelling skills with the demonstrated ability to translate complex information, data and analytical findings into accessible and engaging products for different audiences.
- Demonstrated experience producing knowledge products, policy briefs, dissemination materials or evidence-based content.
- Experience developing content for websites, newsletters, social media and other digital channels.
- Strong visual communication skills and experience with tools such as Canva, Adobe Creative Suite, Flourish, CapCut or similar.
- Experience producing infographics, data visualisations or other visual knowledge products.
- Strong organisational and project management skills.
- Collaborative self-starter with the ability to develop own workplans linked to deliverables and implement activities with limited direction while ensuring strong collaboration with relevant team members.
- Experience working with international organisations, NGOs, humanitarian or development actors is highly desirable.
- Familiarity with displacement, humanitarian, climate, development or policy issues is an asset.
- Fluency in English is required.

Mandatory requirement

Applicants must provide evidence of their legal registration, as applicable, and meet the relevant nationality and eligibility requirements; please refer to the **How to apply** section for full details.

How to apply

Qualified consultants are invited to submit a complete application **on or before 23:59 (CET) Monday 31 August 2026**, through the email address **ch.gvatenders@nrc.no**. The bid application should be titled **'IDMC Knowledge products consultant'** and include the following information:

- Curriculum vitae or company profile; if applying as a company please provide CVs of the project team members
- Cover letter

- A portfolio or examples of previous work, including campaign and writing samples in English (specifying the level of work and responsibilities for each)
- Daily rate in CHF (inclusive of all costs and taxes)
- List of at least three references that can be contacted to verify the quality of services;
- Certificate of incorporation (for legal entities) or proof of registration as a self-employed individual or independent consultant, in accordance with the legal requirements of the country of establishment or residence, as applicable. Kindly note that this assignment is partially implemented under an INTPA-funded contract. As such, the applicable nationality and eligibility rules for legal entities shall apply*. We regret that we will be unable to consider quotations from legal entities that do not comply with these nationality requirements.

* See ePRAG: PRAG 2021.1- Annex a2a1_ecprogrammes_eligibility2021_2027_en – NDICI-Global Europe - Global Challenges thematic programme.

Any request for clarification must be received by NRC in writing at least 5 working days before the deadline for submission of tenders. Questions regarding the assignment, can be addressed to johanna.bohl@idmc.ch.

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.

Anti-money laundering, anti-bribery, anti-corruption and anti-terrorism legislation and donor regulations require NRC to screen contractors against various international lists to ensure due diligence. Submission of the quotation constitutes acceptance of these screening practices.

NRC reserves the right to accept or reject the whole or part of your offer based on the information provided. Incomplete offers which do not comply with our conditions will not be considered.

We look forward to receiving your application!