

TERMS OF REFERENCE

CONSULTANCY FOR STRATEGIC ASSESSMENT AND COMMUNICATIONS PACKAGE TO SHOWCASE THE VALUE AND IMPACT OF IDMC'S DATA AND TOOLS

1. CONSULTANCY ASSIGNMENT BACKGROUND

IDMC: Internal Displacement Monitoring Centre

The Internal Displacement Monitoring Centre (IDMC) is the world's leading source of data and analysis on internal displacement. Through the [Global Internal Displacement Database \(GIDD\)](#), [Internal Displacement Updates \(IDUs\)](#), the [Global Report on Internal Displacement \(GRID\)](#), and related analytical products, IDMC provides globally comparable, independent, verified data that underpins analysis, planning, and response across the humanitarian and development sectors

As IDMC enters a new strategic and fundraising cycle, it seeks to strengthen the narrative and evidence demonstrating the unique value and impact of its data, tools and expertise. This consultancy will help articulate a compelling, evidence-based case for sustained investment in IDMC's data architecture and systems.

This assignment is not an evaluation, but a strategic assessment and storytelling exercise aimed at clarifying IDMC's role, relevance and value within the global displacement data ecosystem. The work will support IDMC's engagement with donors, partners and other stakeholders and help raise visibility and awareness of its impact among target audiences, including governments, UN agencies, humanitarian and development actors through accessible communication outputs. Ultimately, the goal is to promote the uptake of IDMC data and tools among target users by raising awareness of their impact and use.

2. INSTITUTIONAL AND ORGANISATIONAL ARRANGEMENTS

NRC/IDMC will own the intellectual property rights to all materials submitted by the consultants under the contract. The consultants must therefore ensure that they have possession of any materials provided to NRC/IDMC as a part of the deliverable. The rights to reproduce the reports will fall to NRC/IDMC and its contracted agents. NRC/IDMC will be free to reproduce the materials at will and to grant reproduction rights.

Duties of the consultant

Everything submitted to NRC/IDMC must be the original work of the consultants. Any plagiarism in any form, or any other breach of intellectual property rights, will automatically disqualify the consultant from receiving any further payments under the contract by NRC/IDMC, and NRC/IDMC will seek to recover any payments already made.

3. OBJECTIVES AND SCOPE OF WORK

The objective of this consultancy is to clarify and communicate IDMC's unique contribution to the global displacement data ecosystem and position, demonstrating the value, impact, and global public good of its data and tools, and to produce communication materials that support fundraising, donor engagement and strategic visibility.

Scope of work

The consultant will undertake the following key activities:

- **Review IDMC’s core data products**, including the Global Internal Displacement Database (GIDD), Internal Displacement Updates (IDUs), and analytical outputs to understand their use, relevance, and comparative advantages.
- **Conduct interviews with partners, donors, and data users** to gather testimonials, case studies, and insights illustrating how IDMC’s data informs policy, planning, or decision-making.
- **Map IDMC’s role and added value within the internal displacement data ecosystem**, identifying complementarities with other global or regional data providers.
- **Develop a clear, evidence-based narrative** articulating the importance of sustained investment in IDMC.
- **Produce accessible, visually engaging communication products** that convey IDMC’s impact, reach, and relevance for external audiences.
- **Collaborate closely with IDMC teams** to ensure alignment with institutional goals and messaging, provide iterative feedback rounds, and ensure all outputs meet IDMC’s standards on copyright, licensing, and image use.

Location: **Remote**

Language requirements: **English**

Deliverables

The consultant will be expected to produce the following outputs. Each deliverable should be produced in English and submitted in editable digital format.

Deliverable	Description	Length & format
Assessment & review	Summary of findings from interviews, desk review, and data ecosystem mapping to inform discussion and feedback prior to final synthesis.	PowerPoint, 10–12 slides including charts, tables, and preliminary visuals
Assessment summary	Report highlighting data relevance, user needs, IDMC’s value, and its positioning within the internal displacement data ecosystem. Includes key findings, analysis, and recommendations.	Word/PDF, approx. 10 pages (A4)
Strategic narrative	Concise narrative articulating IDMC’s value proposition and key messages for donor and stakeholder engagement.	Word/PDF, 3 pages (A4)
Storytelling package	Short “stories of change and impact” (6-8), illustrating how IDMC data informs policy, programming and decision-making.	Word, 300–500 words each, optional visuals or infographics
Communications and products	Set of communication materials for fundraising and stakeholder engagement, including: • Customisable donor briefing deck (1, PowerPoint, 10–12 slides) • 2-page IDMC brochure (1, PDF, print and digital versions, including design files) • Infographics (2-3) (JPG/PDF, suitable for presentations and social media, with editable source files)	Formats as specified

	• Feature article draft (1, Word, 800 words) • Promotional video (2, 60 seconds, MP4, formatted 1:1 for social media and 16:9 for website) • Updated IDMC vision and mission statement (1)	
Key messages & talking points	Set of key messages for fundraising and communications	Word/PDF, 1–2 pages (A4)

4. TIMELINE

Timeline: **November 12 – December 31, 2025**. This is a project based on IDMC's request and is not a full-service consultancy.

Duration: **6-8 weeks** (approx. 30-40 working days)

Deadlines

- **12 November 2025:** Desk-review, kick-off with IDMC teams, development of detailed workplan and interview list
- **19 November 2025:** Conduct interviews, mapping and initial assessment
- **5 December 2025:** Submit assessment summary and narrative draft for review
- **19 December 2025:** Submit storytelling and communication materials for review
- **31 December 2025:** Submit final assessment summary, narrative, communication materials, visuals and work files to IDMC

A detailed work plan outlining milestones, deliverables, and timelines will be developed and agreed upon jointly with the consultant at the inception of the assignment.

5. PROFILE OF THE CONSULTANT

This assignment requires a strategic communications and storytelling specialist with strong experience in brand positioning, narrative strategy and impact storytelling.

Essential profile

- Proven experience in strategic communications, brand, or influencing storytelling for international organisations
- Demonstrated ability to translate technical data and evidence into persuasive, impact-oriented narratives and visuals
- Ability to identify and articulate organisational value propositions, including through stakeholder interviews and narrative synthesis
- Experience producing communication content and assets for fundraising, advocacy or stakeholder engagement for data-driven organisations
- Excellent interviewing, writing, and narrative development and message framing skills
- Familiarity with humanitarian or development data ecosystems an advantage

Preferred provider

- A communications consultant, creative agency, or strategic storytelling firm experienced in narrative development, design and content creation, ideally with experience articulating organisational impact in the humanitarian and development sectors.

APPLICATION PROCESS

Qualified consultants are invited to submit a complete application on or before **23:59 (Geneva time) 05 November 2025**, through the email address ch.gvatenders@nrc.no. The bid application should be titled 'IDMC Strategic Communications' and include the following information:

- A short technical proposal outlining the understanding of the assignment, proposed approach and timeline
- A financial proposal in CHF or EUR, inclusive VAT and all charges as applicable, indicating itemized costs and total cost
- CV(s) and examples of similar work
- Proof of registration as a sole trader/consultant/registered company as required in country of residence.
- List of references that can be contacted to verify the quality of services;

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!