

## Appendix 1 Terms of Reference

### 1. Consultancy assignment background

The Internal Displacement Monitoring Centre (IDMC) is the world's leading source of data and analysis on internal displacement. IDMC monitors situations of internal displacement worldwide and provides quantitative estimates of the number of people internally displaced worldwide. We complement this data with research and analysis to inform policy and operational decisions that affect the lives of internally displaced people. Our data and evidence are published on our [website](#) and via our [Global Internal Displacement Database](#).

IDMC's flagship report, the [Global Report on Internal Displacement](#) (GRID), is published every year in May. It is the authoritative reference on internal displacement at global and regional levels.

The Global Insights Hub is tasked with translating displacement data into accessible, policy-relevant insights for diverse audiences. IDMC is looking for a **media relations consultant** to support the pre- and post-launch media relations of GRID 2026.

### 2. Objectives and scope of work

The consultancy will support IDMC in developing and implementing a targeted media relations strategy to promote the 2026 Global Report on Internal Displacement (GRID) and its key findings. The objective is to media to raise awareness of internal displacement and increase the uptake and understanding of IDMC's data and analysis among international and regional media, policymakers and humanitarian and development decision-makers. The consultancy aims to a) security high-quality media coverage of GRID 2026 in IDMC priority markets, b) position IDMC as the leading authority on internal displacement data and analysis, and c) support IDMC spokespeople to communicate GRID findings to media.

#### Scope of work

Working under the supervision of the Communications Adviser, the consultant will:

- **Campaign strategy and planning for the report launch**
  - Conduct a strategy discussion/kick-off call to explore the report's key findings, agree on main messages and identify priority audiences and media targets
  - Develop and agree on media strategy and launch approach aligned with IDMC's overarching communications objectives
  - Provide strategic guidance and advice throughout the assignment, as required
- **Media launch**
  - Review, update and finalise target media lists, including new and non-traditional media, in advance of the launch
  - Review the report to identify the most newsworthy findings, narratives and angles for journalists
  - Ensure alignment of messaging and target audiences with the overarching communications strategy and goals
  - Draft and tailor media pitches for international and regional media targets, adapted by region and media type

- Review the press release and provide feedback to ensure clarity, accuracy and news value
- Pitch the report to priority media outlets and journalists ahead of the release, tailoring pitching to different media contexts
- Review and refine the talking points for IDMC spokespeople
- Prepare and deliver a virtual media training session to IDMC spokespeople, focusing on key messages and interview techniques
- Pitch GRID to top-priority media targets, coordinate interviews and manage incoming media inquiries
- Monitor media coverage throughout the launch period to identify opportunities for reactive commentary in IDMC's priority media markets
- Integrate IDMC feedback and revise materials and approaches as agreed
- **Reporting**
  - Analyse media coverage of the GRID release, including qualitative and quantitative assessment of coverage, message penetration and reach

### **Deliverables**

The consultant will be responsible for delivering the following outputs:

- **Final media plan**, including priority outlets, target audiences, key messages and pitching approach
- **Media materials package**, including tailored media pitches and reviewed talking points for IDMC spokespeople
- **One virtual media training session** for IDMC spokespeople, including agenda and training materials
- **Record of media outreach and engagements** during the launch period (list of media outlets contacted, interviews secured, inquiries handled, etc.)
- **Final media coverage and performance report**

### **3. Institutional and organisational arrangements**

The consultancy will support communications as part of IDMC's Global Insights Hub and report directly to the Communications Adviser. The consultant will work closely with relevant IDMC staff throughout the assignment.

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 IDMC as a part of the deliverable. The rights to reproduce the reports will fall to IDMC and its contracted agents. 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.

### **4. Implementation schedule and estimated inputs**

The consultant is expected to begin work in March 2026. This is a home-based consultancy with regular virtual interactions.

**Timeline (subject to adjustment and agreement):**

- **Phase 1:** Kick-off and strategy proposal  
(16 March – 27 March 2026: 2 weeks at 1.5 days/week = 3 days)
  - **Phase 2:** Media plan and drafting/review of pitches  
(6 April – 24 April 2026: 3 weeks at 2 days/week = 6 days)
  - **Phase 3:** Launch  
(27 April – 15 May: 3 weeks at 3 days/week = 9 days)
  - **Phase 4:** Post-release performance reporting  
(18 May – 29 May 2026: 2 weeks at 1.5 days/week = 3 days)
- Total:** 21 days

**5. Qualifications of the consulting company**

***Experience and qualifications***

- University degree (Bachelors or Masters) in Communications, Marketing, Public Relations, Digital Media, International Relations or related field
- Proven experience in media relations and earned media campaigns, ideally for international non-governmental organizations in the humanitarian and development sector
- Demonstrated ability to translate technical data and evidence into engaging narratives
- Experience with internal displacement, data-driven reporting and the humanitarian-development sector highly desirable
- Strong organizational and project management skills
- Fluency in English is required

**Mandatory:** The Consultancy must be registered as a legal entity or a self-employed individual/independent consultant as per requirements in country of establishment/residence. Kindly note that this assignment is 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\*

**How to apply**

Qualified consultants are invited to submit a complete application **on or before 23:59 (CET) Wednesday 11 March 2026, through the email address [ch.gvatenders@nrc.no](mailto:ch.gvatenders@nrc.no)**. The bid application should be titled '**IDMC Media relations consultant**' and include the following information:

- Curriculum vitae or company profile; if applying as a company please provide CVs of the project team members
- A brief technical proposal outlining the proposed approach, initial ideas and timeline;
- A proposed budget in CHF or EUR, indicating itemised costs, total costs and inclusive VAT or a daily consultancy rate in CHF or EUR, inclusive VAT and all charges as applicable.
- Examples of previous similar, including campaign and writing samples in English (specifying the level of work and responsibilities for each)
- List of 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 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 [ePRAC](#): 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](mailto: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!