



Terms of Reference: Communications Consultant

[TB Europe Coalition](#) (hereafter, TBEC) is looking to appoint a communications consultant to develop a comprehensive communication strategy aimed at 1) increasing external visibility of TBEC network via revamped TBEC website and targeted media outreach plan and 2) enhancing engagement and information exchange amongst TBEC members.

Background

TBEC is a regional advocacy network of over 200 civil society organisations and individuals from across the WHO Europe region. The bilingual network (EN/RU) aims to strengthen the role of civil society within the regional response to tuberculosis (TB), and ensure political and financial commitments to end TB. Guided by TBEC Strategy 2017-2020, TBEC works twofold: first, to support civil society organisations and activists in their advocacy role at national level, and second, to coordinate and carry out evidence-based TB policy advocacy at regional and international level. TBEC aims to address the lack of political will through strategic advocacy efforts with key decision makers from global organisations - the Global Fund, the UN and WHO Europe to regional bodies such as the EU to national governments. TBEC advocacy work is informed by its three overarching thematic priorities – domestic financing, people centred policies, TB Research & Development and equity in access to existing TB medicines and diagnostic tools. TBEC capacity building activities range from regional and country based workshops and online webinars to issue specific publications, *ad hoc* financial assistance and various individual and organisation-based mentoring activities.

Opportunities

Since 2009, TBEC has been growing rapidly and nowadays is recognised as the voice of the civil society across the WHO Europe Region. To ensure long-term sustainability of the network, TBEC Board and Secretariat focused on the development of clear governance and organisational structure over the last couple years. This process was successfully concluded in 2018, when TBEC registered as a legal entity in the Netherlands and succeeded in obtaining several grants from the Global Fund and the European Commission.

Although Secretariat made an effort to revamp TBEC website and better coordinate communication amongst TBEC Secretariat members, it has become clear that more comprehensive and in-depth approach is needed. Thus, an independent analysis on best approach to external and internal communication and interaction tools amongst and with wider membership, as well as clear strategy for media engagement at international and regional level will address the key weaknesses.

Expected Outcome:

The consultant will:

Develop comprehensive TBEC communication strategy 2019-2021 (further on – TBEC communication strategy) with the aim of raising TBEC visibility at regional and international level and increase engagement and exchanges amongst TBEC members. The communication strategy, should include the following sections:

- I. Analysis of the currently used communication tools by TBEC Secretariat and its current impact, based on TBEC resources review and interviews data;
- II. Suggested cornerstones for TBEC communication, from communication tools to specific engagement moments, for example, list of the key communication dates and suggested communication formats (World TB Day, Annual Achievement Statement etc.);
- III. The external media approach aiming for increased TBEC media presence at regional and international levels. It should include the set of recommendations and practical steps for better

engagement with various regional and international media platforms as well as the list of relevant media contacts;

- IV. The membership engagement approach focusing on practical steps for enhancing information exchange amongst TBEC members and access to knowledge and resources. It should include the specific recommendations on revamp of communication tools if needed – TBEC website, Google listserve/Mailchimp, social media (Facebook/Twitter);

TBEC communication strategy will be presented to the Board approval.

Timeframe: 80hrs to be undertaken between April and June;

Budget: Start date and number of hours spent on the project are negotiable;

Person Specification:

- Good knowledge of communication and media strategies of civil society multi-country networks;
- Demonstrable experience developing media and internal communication strategies;
- Demonstrable experience is assisting expanding networks and/or organisations.

Expected tasks:

- Literature review of key documents and website, social media and communication tools (4 hours)
- Carry out interviews with key members of the network to understand its mandate, vision and mission, how it has evolved over the years, what the strengths, weaknesses, opportunities and risks are. (Board members, Secretariat staff, and suggested TBEC members from high burden countries in the EU and EECA) (16 hours)
- Analysis of available best practices of other networks, such as few of TB and/or HIV and/or key population networks and/or human rights organizations and interviews with minimum 3 networks with regards their perception of TBEC current engagement (16 hours), including at least two networks or international organisations who have activities and good media presence in the EECA region - GCTA, TBPeople, Global TB Caucus etc.
- Prepare the communication strategy for presentation to TBEC Board and Secretariat on how to move towards an increased visibility and more efficient members engagement, responding to the network's present and future needs (44 hours)