



Terms of Reference

Communications Strategist

ABOUT FIELD READY

Field Ready is a non-governmental organization that is dedicated to bringing innovation to international aid. Our vision is to meet humanitarian need by transforming logistics through technology, innovative design and engaging people in new ways. In the short-term, we address humanitarian and reconstruction needs with a unique problem-solving approach. In the long-term, we are transforming the way aid is delivered worldwide. The impact of this is dramatically improving efficiency in aid delivery by meeting people's needs wherever they are found. Field Ready is a US-based non-profit charity (501c3); more information can be found at www.fieldready.org.

POSITION SUMMARY

Field Ready is expanding its programming in response to the number of ongoing and incipient humanitarian concerns worldwide. The organization has had success record with external communications (e.g., by having the foundations of our brand and reaching media at various levels) but we would like improve our approach with specific audiences. This requires a careful analysis of our existing position as well as hands-on work to amplify our brand in a way that results in increased resources for the organization. A multi-talented Communication Strategist is sought to propel this effort in order spread the story of Field Ready's incredible work. We seek someone who is able to work with us, rather than simply "tell us what to do."

An effective Communication Strategist will combine relevant technical know-how with excellent people skills. The best candidate will have an established track record with helping innovative organizations strengthen their brand. This is a special opportunity for a seasoned professional who wants to make a last impact on vital humanitarian work around the world.

The consultancy will be for a fixed 3-month term, with the possibility of extension or modification. Consultancy fees will be based on aid industry standards stemming from the successful candidate's track-record and organizational resources. There is full flexibility in terms of location and work hours. Travel is not expected with this consultancy.

RESPONSIBILITIES

The following is an illustrative scope of work. The Communication Strategist will be expected to provide leadership in developing this position further.

- Familiarize themselves with Field Ready's approach, current and future programming.
- Review Field Ready's global communication strategy and related materials.
- Provide strategic communications input into the planning and delivery of communications, clearly prioritizing the activities which will have the greatest impact on our external audiences.
- Identify specific ways to build our external presence which involves ways we can proactively plan, identify and pitch specific audiences.
- If helpful, mentoring/training programmatic and external affairs team on storytelling, how to identify communications opportunities in their campaigns and how to prioritize those which will have the biggest external impact. This may also involve helping to write, edit and proof read communication materials such as leaflets, flyers, booklets, posters, the annual report, banner and conference signage, web content, social media posts and blogs.

DELIVERABLES

1. By the end of the first two weeks, develop a draft a plan for the rest of the consultancy, identifying needs, gaps and opportunities.
2. Regular reporting and information sharing during the consultancy (as agreed upon in the first days of the consultancy and following submission of the plan).
3. By the second month of the consultancy, develop a micro-targeted “leads and opportunities” list (e.g., consisting of warm media contacts, HNWI, external brand ambassadors and champions, etc.). A prioritization will be made and the consultant will be expected to spearhead efforts on those key contacts s/he will be able to reach effectively (failure to do so concretely will result in termination of the agreement).
4. Within two weeks of the end of the consultancy, submission of a report consisting of recommendations and the activities to be undertaken by Field Ready. This should consist of:
 - Summary and analysis of findings and recommendations
 - Detailed improvements for strategy and outreach
 - Specific examples that will directly contribute to the organization amplifying its brand
 - An implementation plan, including a detailed resource list, estimated budget and a Gantt chart timetabling follow-on steps

KEY CHARACTERISTICS & QUALIFICATIONS

The best consultants/firms will possess the following attributes.

- Is passionate about our work and can see the value in transforming the sector.
- Has a commitment to humanitarian principles and an interest learning Field Ready’s approach
- Can “dream big” and is not afraid to think outside the box. They will be able to bring new ideas to the table while being able to strategize a plan of how to make them a reality.
- Is flexible and is a creative thinker able to find and create new giving opportunities for programs.
- Is a people person and networking is second nature.

In responding to this opportunity, please answer the following:

1. In what you’ve seen, read and heard about Field Ready, what stands out? What would be the first three things you would change?
2. How does your approach and disposition align with Field Ready?
3. How will you achieve the deliverables outlined above? Please be specific.
4. What is your track record? Please provide concrete examples of work that most closely fits the type that you envision undertaking for Field Ready.
5. On average, what is your ROI for your previous clients? Please quantify in monetary terms.

TO APPLY

Submit a cover letter that describes your qualifications, reasons for applying and understanding of the requirements outlined above. This letter should be in English and be no more than three pages. Please submit this cover letter along with your detailed CV to: info (at) fieldready.org. The title “Communication Strategist” must be included in the subject line.

Applications will be reviewed on a rolling basis until a suitable candidate is found and this notice is withdrawn from our website. Given the high volume of applicants we expect for this position, only short-listed candidates will be contacted and some may be asked if they are interested in joining our roster for future emergency deployments. Thank you for your interest and understanding.