

Online Storywriter for the Switchers Community

Terms of Reference

April 2019

Job brief

The UN Environment Centre for Sustainable Consumption and Production (SCP/RAC), hosted by the Catalan Waste Agency, is a centre for international cooperation that works with green entrepreneurs and civil society in Mediterranean countries to support sustainable consumption and production models.

One of the SCP/RAC's initiatives has been the creation of The Switchers, a community of inspiring green entrepreneurs and changemakers in the Mediterranean region. The platform theswitchers.eu tells their stories of sustainable transformation and change, with the aim of giving more visibility to these inspiring stories and to enable peer learning and exchange. We also provide other support activities for the Switchers, such as participation at International networking events, information sharing about funding opportunities, etc.

We are looking for an independent consultant who as a natural storyteller can create compelling stories that attract audiences to theswitchers.eu. This position is perfect for a person with strong journalistic writing skills in English and French, familiar with online formats and with the MENA context. You can work from anywhere - all that matters is the quality of your writing, your reliability and commitment to working closely with the headquarters staff, and your dedication to excellence when it comes to telling the stories of our green entrepreneurs. To write the stories, you will get to interview the entrepreneurs, for this reason ideally you should be able to communicate in French or Arabic too in addition to English, or partner with a consultant who does. If you are familiar with navigating Wordpress, or understand how to write informative and well-structured texts with SEO in mind, then you should definitely apply!

In case of interest, please send your CV, a brief cover letter expressing your interest, 2 samples of previous written work in English and a financial offer (see template in page 4) before the 15th of April to aalonso@scprac.org

Offers will be assessed according to the following criteria and scores:

Points	Criteria
Maximum 40 points	Financial offer
Maximum 60 points	Profile and qualifications

If you have questions concerning these ToR, please contact aalonso@scprac.org

The winning candidate will be notified by email on the selection of the offer. Only short-listed candidates will be contacted. A written test might be scheduled in order to select the best candidates.

Payments will be done in a period of 60 days after reception and validation of the invoice. The Contractor is not responsible for banking costs that might be applied by the consultant(s) bank, nor for changes in currency exchange.

Responsibilities

The main responsibilities will include conducting interviews, writing and uploading content for the Switchers website. This role requires strong journalistic writing and editing skills in English and French, and ability to navigate on a website back-end.

As our Online Storywriter, you will have the opportunity to work on the following tasks, but not limited to:

- Write 80 compelling stories about sustainable businesses and initiatives in the Mediterranean region, so that we can attract audiences and potential clients to the website and give Switchers a voice.
- Interview green business applicants and to collect complementary information in order to assess if they qualify to join the platform. Complementary research might be needed to ensure the quality of the story.
- Inform Switchers about the publication of their stories and do any necessary changes or updates as requested by them or by the project manager.
- Ensure correct publication of the story and pictures or videos online.
- Translate and publish the stories from English into French
- Review, update and maintain the existing Switchers contacts and pictures database.
- Maintain regular communication with the project manager in Barcelona, through weekly Skype calls and/or other social media tools.

Requirements and skills

Qualifications

- Bachelor's Degree in Journalism, Communication, Marketing, or related studies with interest in sustainability and environmental studies.
- Previous experience in communication activities targeting a variety of audiences.
- Experience working with websites, such as WordPress, Joomla, Drupal, etc.
- Proficiency in English and French (native English ideal). Arabic is an advantage.
- Familiarity with the Middle East and North African context.
- Computer savvy (MS Office, Adobe Pack, Drupal and WordPress CMS);
- Knowledge on google analytics and running A/B Testing-Mailchimp campaigns.

Desirable skills

- Excellent oral and written communication skills;
- Excellent knowledge of communication principles and practices;
- Knowledge of online publication production processes;
- Knowledge of animation, photography, video, and audio editing software is a plus;
- Ability to handle multiple tasks and deadlines, and work well with others in a fast-paced environment. Should be able to organize and prioritize own work with limited supervision;
- Knowledge on sustainability communications and marketing would be an asset;
- Active in social media, and follower of trends and technologies.

Contract information & application process

The role is designed as a freelance position to work remotely.

Selection process: April (only selected applicants will be contacted)

Starting date: May

Period of work estimated: 1st May 2019 – 31th December 2019

Hours: 22h/week, Flexible working schedule

Total amount: 12,800 €, all taxes included (that amount is applicable for full time and for the estimated period: May – December 2019)

Place of work: Home-based

To apply, please email your CV, short cover letter (1 page max) expressing your interest, two samples of articles you have written in English and a financial offer (see template in Annex, page 4) before the 15th April 2019 to Ms. Ananda Alonso (aalonso@scprac.org).

From:
Name: XXXXXX
Address: XXXXXXXXXXXXX
Country: XXXXXXXXXXX
Phone:
VAT nº or Tax ID: xxxxxx

To:
Regional Activity Center for Sustainable Consumption and Production
Agència de Residus de Catalunya
C/Dr. Roux núm. 80
08017 Barcelona, Spain
NIF: Q-5856373-E

Offer nº xxxxxxxxx

1) Objective:

The objective of this consultancy is to create 80 compelling stories of circular economy businesses for the Switchers community (www.theswitchers.eu).

The main responsibilities for this position will be to manage the Switchers website and social media channels (Facebook private group, Facebook public page and Instagram) and to support communications related to The Switchers, including the design of communication campaigns and the preparation of two bi-monthly newsletters (for internal and external audiences respectively).

2) Tasks description:

- a. Write 80 compelling stories about sustainable businesses and initiatives in the Mediterranean region, so that we can attract audiences and potential clients to the website and give Switchers a voice.
- b. Interview green business applicants and collect complementary information in order to assess if they qualify to join the platform. Carry out complementary research if needed to ensure the quality of the story.
- c. Inform Switchers about the publication of their stories and do any necessary changes or updates as requested by them or by the project manager.
- d. Ensure correct publication of the story and pictures or videos online.
- e. Translate and publish the stories from English into French
- f. Review, update and maintain the existing Switchers contacts and pictures database.

- g. Maintain regular communication with the project manager in Barcelona, through weekly Skype calls and/or other social media tools.

3) Profile and references :

The work will be done by [*Name, description of qualifications and previous experience (2-3 sentences)*]

4) Implementation schedule & conditions:

Period of work estimated: 1st May 2019 – 31th December 2019

Place of work: Home-based

Hours: Part time (3 days/week, Flexible working schedule)

5) Economic offer:

Total amount = € XXX, all taxes included