

Call for proposal Terms of Reference

Communication and Media Relation Services

1. About MEDREG

MEDREG is the Association of Mediterranean Energy Regulators, born in 2007 under the Italian law. It currently gathers 27 energy regulators from the following 22 countries: Albania, Algeria, Bosnia-Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Libya, Lebanon, Malta, Montenegro, Morocco, Palestinian Authority, Portugal, Slovenia, Spain, Tunisia and Turkey.

MEDREG promotes a transparent, stable and compatible regulatory framework in the Mediterranean Region, fostering market integration and infrastructure investments, as well as consumer protection and enhanced energy cooperation. Based on a bottom-up approach, MEDREG acts as a collaborative platform where regulators from the Northern and Southern shore of the Mediterranean exchange technical knowledge and good practices, supporting each other to reinforce their regulatory capacity with a view to establishing a functioning, secure and competitive Mediterranean energy market.

The Institution benefits from the financial support of its members and the European Commission.

To carry out its objectives, MEDREG organizes a range of activities such as workshops, tailor-made trainings, seminars, high level events and develop and co-author technical reports. The organization ensures the visibility of its projects and achievements on its website, on social media, via the publication of press releases and through the making of pedagogical publications.

2. Context

In order to cover parts of the Communication Manager's tasks, who will be on maternity leave for a period of minimum 5 months and up to 12 months, the MEDREG Secretariat is looking for a Consultant who can support the organisation in communication activities and media relations.

3. Objectives

- Generate positive visibility of the MEDREG activities and deliverables,
- Dissemination of MEDREG's outcomes (Members, Euro-Mediterranean energy stakeholders, policy decision-makers, institutions and the media) in promoting and enhancing a transparent and competitive regulation.
- Raise the interest of the media on the MEDREG's project and generated benefits in members countries, especially Southern shore ones.
- Promote MEDREG's events, activities and publications:
 - on the website through the drafting of engaging news stories;
 - on social media with concise and interesting posts;
 - to the media through the drafting and dissemination of press releases and by following-up with influential journalists.

4. Expression of need: Description and scope of the service expected

The purpose of this call for proposal is to identify potential Communication and Media Relations Consultants that would be able to support MEDREG in the promotion of its projects and activities during the maternity leave of its Communication Manager.

The consultancy service will imply missions abroad, to participate in MEDREG's events, which will be financially covered by MEDREG. It will also require regular video conferences with the MEDREG Secretariat based in Milan.

The services required from the communication and media relations consultants (in case of an application submitted by a communication agency, 1-2 focal points would be welcome) are the following:

A. Website

In close collaboration with MEDREG's contact points who will provide raw content and background material, write engaging news stories for the website about MEDREG's events, workshops, trainings, study-visits and reports, liaising with the webmaster who will upload the content online. For the period of June to October 2020, we anticipate an estimate number of 10 news stories to be published.

B. Social media

The consultants will promote MEDREG's events, Working Groups meetings, General Assembly, visits to members, trainings, workshops, and events involving MEDREG as a speaking representative.

The Consultant will cover these various activities with short and engaging posts on social media, adapting the content to the various social media channels (Facebook, LinkedIn and Twitter).

Depending on the events, the posts should include interesting and meaningful quotes from speakers and tag partner organisations and speakers being cited.

We shall expect the publication of 2 posts per week on MEDREG's social media channels.

C. News alerts and newsletters

In close collaboration with MEDREG's contact points, who will provide raw content, the Consultant will:

- Draft content, trying to make it as interesting, approachable and engaging as possible;
- Link it to relevant sources (report, event page, etc.);
- Use adequate photos / images;
- Send it to MEDREG webmaster to format it on the Mailchimp model;
- Check the test and feedback edits to the webmaster as many rounds as needed.

We foresee the drafting and publication of 2 quarterly newsletters and of approximately 10 news alerts over the period of June to October 2020. This estimate may vary slightly according to MEDREG's additional events in the course of the year or depending on the relevance of some activities and reports.

D. Press Release

In close collaboration with MEDREG's contact points, who will provide the main points of content, the Consultant will:

- Make a first draft of the PR ahead of the event;
- Try to gather speakers' quotes and get them approved prior to the event, in liaison with partner organisations when relevant;
- Alternatively, collect quote during the event;

- Get the draft approved by MEDREG's contact point;
- Publish the PR on the website together with the photos and other relevant documents (conclusion documents, agenda, etc.);
- Send the PR out to the Media list (MEDREG will provide a list of contacts but any additional contacts of journalists dealing with energy and cooperation issues in the Euro-Mediterranean region will be a clear added value);
- Monitor the press coverage and publish them on the relevant section of the website.

We foresee the drafting and publication of around 7 press releases from June to October 2020.

E. Publications

In 2020, MEDREG foresees the development and design of an infographic which will translate a technical report into a few facts and figures as well as a set of recommendations.

With the active involvement of MEDREG's designer, the Consultant(s) will support the Policy Team to design the infographic in order to ensure that the information is presented in an interesting, engaging and reader-friendly manner.

F. Webinar on communication and public relations / media speaking skills

In close collaboration with MEDREG's contact points, the Consultant(s) will develop contents for a training on communication and public relations skills.

One of MEDREG's bodies is the Communication Officers (COs) Network, composed of communication specialists of each of MEDREG's 27 members. The COs network ensures the effective flow of information between the Association and the National Regulatory Authorities, members of MEDREG.

At the demand of the COs, MEDREG will develop, with the support of the Consultant(s), a training aimed at enhancing the COs' skills on 3 different aspects:

1. Writing techniques to engage effectively with target audience and strategy to ease internal communication and coordination.
2. Social media engagement and writing skills;
3. Media speaking skills (as spokesperson, interviews, etc.).

This training will take the form of 3 webinars/web sessions to be developed over 3 half-days in the course of the year. The Consultant(s) will:

- Help MEDREG develop the content of the training sessions and the agenda;
- Deal with members' invitation, in close relation with MEDREG;
- Set-up the logistic of the webinars, liaising with confirmed participants;
- Moderate the sessions;
- Animate at least 50% of the sessions (some topics might be covered by MEDREG's members' experts).

5. Selection criteria

The candidate (who can either be a freelance worker or an agency) will be selected on the basis of demonstrated similar projects undertaken in the past, that resulted into successful coverage and visibility impact.

The Communication and Media Relations Consultant(s) should have solid credentials. Well established contacts with journalists specialised in the energy sector and/or in Euro-Mediterranean

cooperation issues, both at EU level (EU media) and in the countries of the Southern shore of the Mediterranean region, would be an additional asset.

6. Duration of the service and remuneration

The service shall start from the beginning June and should last at least until the end of October 2020. An extension of the service might apply until May 2021 and shall be reconfirmed on a monthly basis, depending on the date of return of the Communication Manager's maternity leave.

The maximum total budget for this service is of 2,000.00€ per month, all inclusive.

7. Payments

The payment will be made on a monthly basis, within 3 weeks after receipt of the invoice.

8. Conditions for responding to the call

Interested candidates should send their responses to this call for tender to tender@medreg-regulators.org and to dlacroix@medreg-regulators.org with the mention of "Communication and Media Relations Consultancy" as email subject. Applications should include:

- a cover email or letter (one-page maximum) explaining how your skills and experience fulfil the requirements and answer the needs of Section 4;
- some references: press clipping compiled obtained and compiled for previous clients, brochures, portfolio of anterior work, testimonies of clients, or any other supporting documents that demonstrate the achievement of successful similar projects;
- a quote of the requested fee including all taxes.

The deadline for sending proposal is **25 April 2020, 12:00AM**.

The proposals will be examined by the MEDREG Secretariat, which will decide on the basis of the offer's fulfilment of the selection criteria.

A telephone interview might be scheduled with the most relevant candidates/applications before the offer is definitively validated. The result of the selection will be communicated to the successful applicant the following week.