



*Hiring a Communications Consultant to Develop and Implement a
Communications Strategy for the International Seabed Authority*

TERMS OF REFERENCE

BACKGROUND

The ocean covers about 70 percent of the world's surface, with more than sixty percent located in areas beyond the jurisdiction of any nation. The deep ocean floor and the subsoil thereof beyond national jurisdiction is known as the international seabed "Area"; portions of which have been found to contain mineral deposits in richer concentrations than those available on land.

The 1982 United Nations Convention on the Law of the Sea ("LOSC") established the International Seabed Authority (ISA) as the organization through which States Parties to the Convention are to organize and control exploration for, and exploitation of, the mineral resources of the Area, which comprise the deep ocean floor and the subsoil thereof beyond national jurisdiction. All rights in the resources in the Area, which are proclaimed the common heritage of mankind, are vested in mankind as a whole, on whose behalf the Authority is required to act. It has since been exercising its functions of regulating and monitoring deep seabed activities, protecting the marine environment and promoting and encouraging marine scientific research in the Area.

To date, the ISA has entered into 15-year contracts for exploration for polymetallic nodules, polymetallic sulphides and cobalt-rich ferromanganese crusts in the deep seabed with twenty seven contractors. The groundwork for the signing of contracts was laid out with the adoption of the three sets of Regulations on Prospecting and Exploration for Polymetallic Nodules, Polymetallic Sulphides and Cobalt-Rich Crusts in the Area which set out the legal rules that contractors and the ISA must follow in any future work to explore for deep seabed mineral resources. The Regulations also incorporate provisions for the protection of the marine environment from harmful effects which may arise from the activities in the Area. The Authority has an important role to play in the implementation of the Agenda 2030 and most particularly Sustainable Development Goal 14 (SDG 14 - Life Below Water). ISA is committed to promoting the Blue Economy concept as a means to enable developing countries, SIDS and land-locked States to benefit fully from the sustainable development of the deep-sea mineral resources in the Area.

OUTREACH

For the past two decades, the Secretariat has undertaken some outreach activities to publicise and promote the function, purposes, technical, scientific and legal work of ISA. Current communication methods and tools include an e-newsletter, ISA specific meeting releases, brochures, leaflets, press releases, a website, mobile app and social media, workshops and seminars.



With growing scrutiny from its 168 members (167 States and the European Union), observers and stakeholders, including contractors and NGOs, it is of the utmost importance that the ISA's communication strategy elevates and demonstrates the relevance of ISA's work by creating increased awareness.

SCOPE OF WORK

Purpose

The communications strategy should reflect the organizational structure and mandate of the ISA. It should also convey ISA's strategic objectives and show how its activities contribute to the benefit of mankind as whole, particularly the development of blue economy opportunities and solutions for developing countries. The lifespan for the communication strategy will be three years and should be adaptive to changing circumstances. It must reflect the mission of the ISA and meet the needs of its member States, observers and stakeholders.

The communication strategy should address communications and engagement to the public as well as to particular target audiences so as to:

- Increase awareness of ISA's activities through national, regional and international media and communication activities;
- Reports on the status of ISA's activities;
- Leverage partners to join in the effort to promote ISA through collaborating with them to utilize their communication channels and opportunities;
- Increase brand visibility through coordinated communications efforts, managing consistent corporate identity and increasing participation and presence at appropriate events;
- Raise extra-budgetary funding to support capacity-building activities;
- Make available appropriate information, communication and education materials and resources to members, observers and stakeholders.

Deliverables

1. Review and assess the ISA's existing branding, communications and outreach strategy;
2. Mapping and analysis of audiences, communication approaches and materials by other comparable organizations;
3. Identify target audiences and key messages for ISA communications;
4. Identify appropriate communications tools and activities with estimated costs;
5. Identify resources for training of ISA staff;
6. Develop a medium term (3-year) communications strategy for ISA including clear deliverables, milestones, responsibilities and estimated budget requirements, as well as prepare action plan and schedule for the implementation of the strategy;
7. Make recommendations for restructuring of ISA's existing communications capacity to make best use of available resources and identify additional requirements, including developing terms of reference, job description template and profile for a Communications Director.



Timeframe and Budget

Four weeks, including the production of a final report incorporating the narrative related to the deliverables described above.

Skills and Experience

- A minimum of 7-10 years of experience with a proven professional record in working in the field of media and communications, with media channels and online communications platforms, as well as strong record of development and delivery of creative internal and external communications;
- Be able to turn complex technical language into appropriate messaging for a range of audiences and have experience delivering communications using a variety of channels to reach target groups;
- Have strong interpersonal skills and experience of working with a range of stakeholders, partners
- Experienced in producing communications products in a variety of formats and languages
- Experience in political or commercial campaigning communication strategies is also important
- Experience in the usage of media technology, social media for public information/ advocacy

Terms of Payment

50% up-front and 50% upon submission of all the deliverables and the final report

To apply: The consultant should prepare and email a detailed proposal outlining their approach with a budget and timeline, examples of relevant work and CV/credentials to: EOIComs@isa.org.jm by the deadline date of 12 January 2018